

PRINTERS' INK

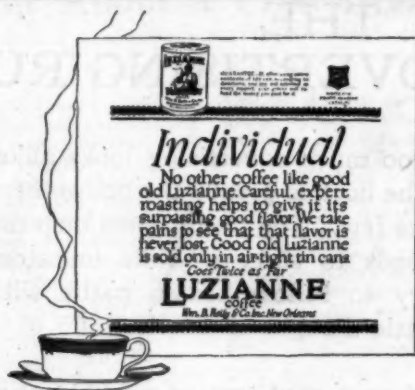
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185 Madison Avenue, New York City

JUN 8 1920

VOL. CXI, No. 10

NEW YORK, JUNE 3, 1920

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GOOD OLD LUZIANNE! Some folks have been good enough to call it the best coffee in New Orleans. If you have ever tasted New Orleans coffee you know that it is a compliment indeed.

LUZIANNE is being advertised this year in newspapers throughout the Southland.

For the first three months of this year we are glad to report a substantial increase in sales for our clients, Wm. B. Reily & Co., Inc., roasters of LUZIANNE coffee.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Advertising is an Investment

IN AND OUT OF THE ADVERTISING RUT

Too much advertising looks alike. The flock is great—the bellwethers are few. The trail blazers map the roads to success, while imitators try to follow beaten paths with little thought of direction.

Even a modicum of sensible originality in advertising is worth more than all the mediocrity that can be crowded on a page in big type, or with pictures that mean nothing. When you begin to have a suspicion that more originality in your advertising would make it a more profitable investment—

*"Put It Up to Men Who
Know Your Market."*



Consultation
without charge
or obligation

FEDERAL
ADVERTISING AGENCY, INC.

6 East Thirty-Ninth Street

New York

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscriptions \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXI

NEW YORK, JUNE 3, 1920

No. 10

"How About a Trial Order?"

The Dangers of Letting Your Salesmen Get the Sample Habit

By Ray Giles

ONE of the branch managers for a mechanical-equipment house which does business in all parts of the country sat at his desk. His secretary had just turned over to him the day's batch of salesmen's reports. As he looked them over he remarked, "Of all sad words of tongue or pen, the saddest are these: It might have been"—a regular sale just as easily as another one of those trial orders.

"If there is any blight that eats holes into sales records," he continued, "it is that last gasp of the salesman who is just about ready to throw up the sponge, when all of a sudden he lets loose the old plea, 'How about a trial order?'"

"Listen to these"—and as he fingered a sheaf of yellow slips he paused every now and then to extract a sentence or two from the salesman's remarks.

"One—"Purchasing agent has ample supply of small tools at present time, but has agreed to buy a small quantity of ours and make comparisons."

"Two—"I could see that Mr. White was greatly impressed by my talk on belting, and he is going to use ours on one battery of machine tools to see how it stands up."

"Three—"These people certainly gave me a very nice hearing. I feel that they are trying to be entirely fair. They finally agreed to give me an order for our packing, which they will watch very closely for results."

"Four—"This account is a hard nut to crack, but I made up my mind not to give up and to-day I

kept my foot in the door until I got a try-out order, which I am confident will lead to more business."

"Five—"I made a long and careful canvass for their mechanical supply business, but of course I could hardly expect a big order from them the first time!"

"Why couldn't he expect a big order the first time?" the Branch Manager asked me. "Doesn't he think his line is good enough?" Then more calmly, "Of course, there is a time and a place for trial orders, but sometimes I think we would be a great deal better off if we cut them out of our business entirely. Did you notice the easy way in which the salesman gets to accept the trial orders in those reports? That's the whole trouble."

"Once let a man get taking trial orders, even in a limited way, and pretty soon, without realizing it, he gets reconciled to taking them in larger quantities. Not only that—he gets an attitude of mind that is favorable toward small orders instead of big ones. He gets in sympathy with the customer's tendency to get along with the least possible amount rather than the right amount, and then, as time goes on, the trial order is put over on the salesman often without his being aware of it."

"Not one of those reports uses the words 'trial order.' I wouldn't be surprised if the fellows didn't even realize that they were only acting as members of a sampling crew instead of regular salesmen. Yet when you look into the transactions carefully, as they have set

them down in writing, you can see that that is exactly what happened.

"It really wasn't a sale at all. The buyer let them down easy with a trial order, and in such a way that he can say that the goods didn't turn out well when the salesman goes back. Once the buyer has given expression to such an opinion you know how hard it is to resume relations on a first-class and business-like basis."

Out of experiences with salesmen and selling methods there stand some striking examples of mistakes made in playing up the "trial order," and perhaps, as the Branch Manager declared, the average trial order is about as respectable as a "trial marriage."

Over and over the attitude of the dealer or buyer has proved wrong toward the trial order. The word "trial" fastens itself in his mind more strongly than any single virtue which the salesman has claimed for the goods. The dealer is not really sold on the merits of the merchandise—it is made plain to him that he is simply "trying them out." Didn't the salesman admit as much? The result is that the user is looking for defects quite as expectantly as he looks for virtues, and he finds that it is quite as easy to discover the former as the latter. In other words, he gets what he looks for.

THE SALESMEN WERE TO BLAME

A dealer in musical instruments placed side by side on his floors three makes of phonographs. One day the salesman for one of the phonograph houses dropped in, and had brought home to him for the first time the evils that sometimes attend the trial order. As he recalls it, the confession made by the dealer was something like this:

"From now on I am going to sell only your machine. I have come to the conclusion that there is too much matching up of models and tone and features all through this shop, and that it doesn't do either me or my sales force any good. I think the trouble all started with you fellows,

who sold me your machines just hard enough to get me to put in a partial stock of them. When I got the three on the floor I was naturally fairly warm on all of them, but not completely sold on any one. I can't put my attitude in a chart or analyze it down to a fine point, but I know that it hurt my business, and this same attitude I passed on to the boys on the floor by my even praise for all three instruments. Then they passed it on to the customer, and the result has often been that the customer got warmed up on all three makes and then left without buying, saying that he wanted to think it over before deciding on which make he would take.

"I am still of the opinion that each of the three has its good features, but lately I have thought it out to a point where I believe that yours has something of a bulge on the others, and from now on we are going to sell your phonographs instead of comparing them with a couple of other makes. Sales forces and floor space come too high these days for me to be able to afford to use my store and sales people for exhibition purposes."

A somewhat similar experience was related to me recently by the buyer for the hat department of one of New York's biggest men's furnishing stores. He said, "We carried at one time three makes of soft hats and derbies. The salesman, in his desire to exhibit the line, would often get the customer to try on seven or eight different models, and the result was that the customer was simply confused and would waste a great deal of time trying to make up his mind as to which one he wanted. I finally convinced the management that we would do better to eliminate two of the brands. I then attempted to build up the ability of the salesman along the lines of making a quick and accurate decision as to which particular model would best suit the customer.

"Noticing the type of face and color of the customer, he would pick out a hat which would be most becoming and bring it out



IN AMERICA
IT'S THE CHILD

*See the U·ALL·NO
Mint Advertisement
Page 96 Ladies'
Home Journal
for June*

THE H.K. McCANN COMPANY
Advertising · 61 Broadway · New York
CLEVELAND SAN FRANCISCO TORONTO



first. After the customer tried this on he would bring out two other models which did not look so good. He would not produce any more hats unless the customer insisted on it, but by comparison would point out that the first hat was the most becoming one, and centre his sale all around that one model. The result is that we have greatly built up our hat business, and the salesman wastes far less time in selling."

NOT A KINDNESS TO THE BUYER

These incidents are given to illustrate the fact that very often the trial order works a real harm on the buyer and the customer rather than being a kindness to him.

It also indicates another useful point to a salesman in any line who wants to sign up real orders instead of trial ones, for it points to the wisdom of avoiding the use of comparisons in his selling talk.

Salesmen, in their efforts to be fair and frank, sometimes gather data showing the good and bad points of products competing with their own. In commenting on this, one buyer remarked, "Comparative selling talks always get me interested in all of the products mentioned and make me feel inclined to match them up and prove them out in my own experience.

"The fair man who indulges in comparative selling talks is bound to say good words for competitive lines along with his own. The competitive salesman who knocks makes me even more inclined to try the other fellow's goods.

"The other day a salesman came in, bringing a series of charts showing the composition of the ingredients used in his products, compared with the ingredients used in six other products. These charts he put up before me. I was perfectly astonished, however, to find that he had no definite information as to why the composition of his product enabled it to give greater service than the other products charted. His talk was merely, 'Here are the different ways in which these products are made, and we know by long experience that our way is the

best.' I asked him why one of the competitive products having a very different composition should not be even better for my purposes. He had no definite answer. The result of his talk was simply to leave me with the feeling that there were several different ways of making that kind of a product, and that all of them must have their reason for being."

There is the salesman who, after long discussion, finally says, "Why don't you try out our tires (lubricating oil, furniture, motor trucks, cigars or what not), along with several other brands, and compare the results?" Now, the trouble in making a sale of this kind is that very often the conditions can hardly ever be exactly alike in two test cases.

For example, suppose the salesman is selling tires. He gets the operator of a fleet of motor trucks to equip two vehicles with his tires and compare the results with a competitive brand on the wheels of trucks three and four, but the product of our hero goes onto trucks operated by careless drivers. The inferior tires go onto trucks operated by careful drivers. Result—the careless drivers overspeed, never dodge stones or holes in the roads, scrape up against curbs. The careful drivers do none of these things. Then the results come in, and they are against the good tire. The standard of that tire was high and unvarying, but the difference in operating conditions decided the sale, rather than the merits of the product itself. For this reason trial orders in certain lines should be accepted with extreme care and the test should be conducted on a broad enough basis to insure representative results.

A COMPLETE LINE SELLS BETTER

Another aspect of the trial-order evil crops up with the manufacture of a line of goods where the salesmen are often tempted to give way when the dealer proffers an order for just a few of the items "to try them out."

In many lines it has been proved that the dealer who makes the best
(Continued on page 184)

Comparison of Merit

A careful comparison of the Women's Magazines circulating in the small town field will show several facts in favor of **THE AMERICAN WOMAN** which will appeal to the careful buyer of space.

First—The line rate, based on guaranteed circulation, is lower than obtains in other publications in its field.

Second—The percentage of circulation concentrated in towns of 5,000 and under is higher than in any other publication.

Third—The circulation is of a more staple character, both as to quantity and quality, as is evidenced by its circulation figures for the past six years.

These are facts regarding which we shall be glad to give you greater details upon request.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

What If There Should Be a Brotherhood of Consumers?

A Beginning Has Already Been Made in This Country to Organize the Public for Protection

By E. St. Elmo Lewis

THE signs are multiplying that the Middle Classes, the great mass of consumers, are becoming conscious of their power. There are two signs that they will have a hand in the fight against reactionary Capital, radical Labor, and the profiteering Middleman.

Don't confuse the term "Middle Classes" as used here with any social significances. The Middle Classes Union in Great Britain has noblemen, members of Parliament, workingmen, professional people, even advertising men.

The Middle Class is that class which makes up the large body of consumers, lying between the manual worker on the one hand, who is organized either into his trade union or his I. W. W. organization, and the syndicalistic and communistic societies, and the professional buyers, sellers and lenders of credit, known as Capitalists, on the other. This Middle Class in this country is unorganized.

In Great Britain the Middle Classes Union was organized in March, 1919, and now numbers about 160,000 members. It is said to be influencing the elections of members of Parliament, and

already has a Parliamentary group, pledged to its platform. It is refusing to pay profiteering prices. It has taken a stand against nationalization of industries. It has come out against "class legislation" which is at the expense of the people.

In Italy during the railroad and postal strikes of last winter, for three weeks, not a letter was delivered by the postmen. The Middle Classes rebelled. They got busy and organized to handle the railroads and the postal service, and they broke the strike.

When the switchmen and firemen struck on the Lackawanna and Erie roads into New York, during the month of April, 1920, the commuters manned the engines and brought the trains in. The

reaction was really automatic. The strike petered out.

When the switchmen went out in Tonawanda, N. Y., the members of the local Rotary Club organized relief teams and handled the traffic. Organized public opinion, and effort, won.

The public is awakening to the fact that in number, skill and ideals it is stronger than the relative handful of Labor and Capital radicals.

LABOR'S programme is frankly to elect its own representatives to Congress to as large an extent as possible—in other words, to "unionize Congress." Capital's programme is not quite so frankly stated. In the meantime, what is the great body of the public doing? What can it do? This article, by an advertising man, attempts an answer.

In the quarrels between Labor and Capital, the consumer class, numerically the largest, has suffered severely. Its complaints against profiteers on the one hand and Labor on the other have been none the less sincere and bitter because incoherent. Consumers are important; they may prove it to both Capital and Labor if they work together.

Advertisers ask:
“When do you
raise the Stand-
ard Union rate?”

Well, it's still 15
cents flat; and
there's a certain
satisfaction in sell-
ing in Brooklyn
the most of the
best for the least.

The Public is thinking—becoming vocal—and is now formulating a new public policy.

This class of the "In-Betweens" is now stirring into organized action. It is feeling about for leadership. Several widely separated efforts have been made toward organization.

Last December a small body of men representing the professions, a few business men and women, met in New York and formed The People's League.

It has recently sent out its "Statement and Programme" to a number of public-spirited men and women in all walks of life, and fairly represents the aims of a large number of our American people. It was organized to represent the members of the community whose interests are not protected by the organizations of either Capital or Labor.

It appeals to those "who have felt the pinch of the 'outlaw' strikes of the railroad radicals—of the strikes of the longshoremen, dockmen and truckmen who have been trying to starve New York into submission to excessive wage demands for inefficient work—of the profiteer who has fattened on his hungry markets, and who is now capitalizing his excessive profits—of the incompetency of city, State and national governments to meet the problems of Peace."

It appeals "to all men and women without prejudice as to race, color, creed, politics or employment," "to whom the Golden Rule, 'Do unto others as you would have others do unto you,' has a real, practical significance in the ordering of their social and economic as well as their private lives."

THE LEAGUE'S PROGRAMME

The programme of The People's League contains seven points:

1. Organize to insure the operation of all public services—transportation, food, coal, light, etc., in strike emergencies, not to break strikes, but to protect the people from the consequences of such fights between Capital and Labor.

2. To resist, by educative meth-

ods, or force, if necessary, the menace of Bolshevism and the so-called "dictatorship of the proletariat," in whatever form it shows itself.

3. To secure action in the regulation of the profiteer.

The League maintains that if the United States Government can discard precedent and tradition for war it can do it for Peace.

4. To develop greater production of the necessities of life. By drafting through industrial organizations men on the farms and the railroads and into plants to meet the demand.

5. To insure that the interests of the consumer shall be conserved, by consumer representation selected from consumer organizations, to serve on all commissions, in industrial, commercial and business disputes.

6. To oppose the rising tide of governmental expenditures, and the growth of inefficient bureaucracy, the demands of government departments for greater and greater maintenance, appropriations, *all for the purpose of spending more money.* The government as an organization is thus becoming an incubus on the national development and prosperity. "We demand a curtailment of national expenditure and discharge of needless personnel."

7. To attain a more equitable distribution of the tax burden.

So that the manual worker, the salaried man and the Capitalist shall bear their share of the burden, and know what part is taxation.

How is it going to do these things?

By organization, propaganda and votes.

Centres of a minimum size of 200 are being organized in New York and vicinity, under a Committee of One Hundred. These centres will send delegates to a Central Council.

The local centres will have their memberships classified vocationally so they can be called upon in any public emergency to furnish quotas of men to man trucks, act as clerks, handle foods, load coal, unload vessels and act as watchmen, etc.

Sowing the Seed

Men who control big business know that to reap the harvest of prosperity they must first sow seed. Each year as its numbers increase, the vast army of American fruit growers presents a more promising field for commercial enterprise. Because it is read carefully and intelligently—because it reaches a public that knows what it wants and pays as it goes, keen business men have learned that as an advertising medium the **AMERICAN FRUIT GROWER** brings results.

During the year of 1919
12,018 lines of
Seed and Nursery advertising
appeared in the pages of the **AMERICAN FRUIT GROWER**.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Editors Association
Members of Agricultural Publishers Association

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher
J. E. FORD, Advertising Manager

Skilled, trained, and competent men will be organized into committees to carry on educational work among the members and the public on the projects fathered by Labor radicals and Capitalistic reactionaries.

The League will maintain representatives at Washington and at State capitals, and it will develop, through committees, constructive legislation on the regulation of prices, taxes, food, transportation and public services.

Almost every business, either through the kind of commodity it handles or the size of the unit, has a public service value. The League demands that the public receive first consideration in any controversy. This has not been recognized by either Capital or Labor, nor even by Congress.

Congress recognizes nothing but votes, which is cynical, but quite in keeping with the philosophy of Mr. Gompers, who has threatened Congress with "Labor vote" for years.

It also recognizes money; therefore it looks out for Capital.

The League is practical. It recognizes the influences it has to fight.

It will meet the issue on the basis of votes.

Vice-President Marshall recently said, after watching Congress for some years:

"We only legislate for the very rich or for the comparatively small group of organized workmen. The real public, the great majority of the people, seemingly, have no voice in our legislation."

The Middle Classes, the 90 to 100 millions of people, who stand between the million who live on the buying, loaning and selling of credit, and the very generous allowance of ten millions who are organized—with their dependents—are getting tired of paying for the rows between these two classes, are fed up on paying for services they do not get and for work that is not done.

The Middle Class Union, or People's League, or the Vigilance Committees of the California days of '49, are but symptoms of a

stirring to action of these In-Betweens for whom both Capital and Labor have shown a blind contempt in their planning, scheming and fighting for their class advantage.

Representatives Club Changes Outing Date

The thirteenth annual outing of the Representatives Club of New York will be held on Tuesday, June 22, instead of Friday, June 11, as originally announced. The change is made to avoid conflict with similar functions held by other clubs.

The outing will be held at the Gedeney Farm Hotel, White Plains, N. Y. The games will begin at 2.30 sharp and dinner at 7.30 P. M. Golfers may play all day. Games include golf, baseball, tennis and field events, for which the prizes are many and desirable. Good music and pleasant surprises go with the dinner.

Tickets are \$10 each and include everything, such as transportation both ways, golf fees, swimming pool privileges, entrees to all athletic events and a place at the dinner. Tickets may be obtained from C. S. Plummer, Jr., of the Metropolitan, or from A. J. Gibney at the Munsey Company. All advertising men are cordially invited.

Lovelace and Mordecai With Whistle Company

Thomas H. Lovelace, former assistant secretary of the St. Louis Chamber of Commerce, has been elected president and general manager of the Whistle Company, of St. Louis, manufacturer of Whistle, a soft drink. This company now has manufacturing plants in New York, Columbus, Ohio; Chattanooga, Tenn., and St. Louis. Each of the four branches is a separate organization, with a president at its head. Vess Jones, who originated the drink four years ago, directs all four branches. Dave Mordecai, formerly advertising manager of the American Sugar Refining Company, has been made advertising manager of the Whistle organization, with executive offices in Chicago. An extensive national campaign will be launched soon.

Four New Accounts With Harry Michaels Agency

The advertising accounts of Henry W. Peabody Company, "Domes of Silence," New York; American Gas Accumulator Company, maker of "AGA Kompensators," highway signals and oxy-acetylene apparatus, Elizabeth, N. J.; Associated Pharmacists, Inc., makers of pharmaceuticals and drug sundries, Brooklyn, N. Y.; and the Physical Vitalizer Corporation, manufacturer of health appliances, New York, are now being handled by Harry C. Michaels Company, New York.



Uninterrupted Reader Interest in Youth's Companion Families

The circulation of The Youth's Companion goes right on through the year—52 times a year—year in and year out. That is the continued purpose of the publishers and it is the spirit that is appreciated by Companion families.

Uninterrupted publication with uninterrupted reader interest means *uninterrupted opportunity* for the advertiser.

THE YOUTH'S COMPANION, For All the Family
BOSTON, MASSACHUSETTS

New York Office: 1701 Flatiron Building

Chicago Office: 122 So. Michigan Boulevard

Collier's

THE NATIONAL WEEKLY

5¢ a copy



E C O N O M Y

TRUE ECONOMY RECKONS THE SERVICE RENDERED THE LONG SERVICE THAT E.V.D. UNDERWEAR GIVES MAKES IT THE ECONOMICAL UNDERWEAR.

NO UNDERWEAR IS E.V.D. WITHOUT THIS RED WOVEN LABEL



THE E.V.D. COMPANY
NEW YORK

B. V. D. and Collier's

As in the past 15 years Collier's is again a leading factor in the B.V. D. national advertising campaign.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

Diamonds

A piece of glass, cleverly cut, may sparkle with a diamond-like brilliance. But it never deceives the eye of the connoisseur.

Newspaper circulation, artificially stimulated, may dazzle the inexperienced. But spectacular claims never delude the judgment of the seasoned advertiser.

Circulation *figures* can sometimes be forced—circulation *value*, never.

It must grow naturally, spontaneously. It must stand the acid test of time. It must reflect intrinsic worth, not mere surface polish.

Only time will tell true merit. The years that dim the glitter of the showy and the imitation will enhance the value of the real.

Forty-four years of steady growth, forty-four years of public sanction, have proven the *basic worth* of the 400,000 circulation that makes

The Daily News

First in Chicago

Marketing an Article of Prohibitive Price

How Advertising Was Employed by Hamilton Beach Carpet Washer Company to Place High-Priced Washer within Everybody's Reach without Changing Making Cost or Selling Price

By Roland Cole

TO make an article as good as human skill can make it may mean making it so good nobody can afford to buy it. This is a favorite pastime of inventors. By the time the manufacturing stage is reached, however, most inventions have their expensive features painlessly removed.

This story deals with an exception to the rule. Here is an article that was designed to accomplish something altogether new. For two years the manufacturer labored to get it ready for the market. A machine that will wash carpets and rugs without taking them off the floor, and dry them, too, involves mechanical difficulties far beyond the simple proposition of applying soap and water and scrubbing with a brush. The principle involved in a carpet sweeper or vacuum cleaner is simple in comparison. It has only been possible heretofore to wash carpets and rugs by hand or by immersing them in water and rocking or rotating them in machines.

When it is proposed to wash a carpet or a rug after the manner in which such an article is swept with a sweeper or gone over with a vacuum cleaner, leaving it in its accustomed place on the floor, and with no danger of injury to a polished floor, it will be easily understood that a machine of no ordinary efficiency is needed. First of all, the carpet must be washed thoroughly and effectively. Second, it must suffer no injury. Third, it must be dried.

Two years is not too long a period to bring such a device to approximate perfection. A washing compound is highly important, or delicate and expensive rugs will certainly be injured. Brushes, working at the right speed and

pressure, the heating of the compound, its delivery to the brushes in correct quantity, the drawing off of the used compound into a suitable receptacle, a device to squeeze out excess moisture, a bristle brush to restore the nap of the carpet—all these elements must be co-ordinated so as to function as one operation. Finally—and without this the invention might be interesting, but it certainly would not be useful—it must clean the carpet better than the carpet could be cleaned by hand scrubbing—better, because better results are always expected from a new mechanical device.

The inventor and the manufacturer are both inspired by the same thought—to put one of these machines into every household.

But an article designed for universal consumption must be within the financial means of the universal consumer. Radium at five million dollars an ounce might just as well be unknown and undiscovered. Very few people can ever hope to possess a grain of it. So when the carpet-washing machine is ready for the market the purchase price is beyond the reach of the great majority. Two hundred and eighty-five dollars is more than the average housekeeper can afford to pay for it.

USING THE CONSUMER TO REACH ANOTHER MARKET

When the vacuum cleaner people found themselves face to face with the resistance of high price, they overcame it to a great degree by selling to clubs of two, three or more women—the community-buying idea—and others have done the same thing. How did it work out? Four women, none of whom could afford to buy

a vacuum cleaner for herself, clubbed together and bought one machine among them. Each woman had, therefore, a quarter interest in it, which was enough for her needs. After a few months' experience, each woman thought the machine would work better and last longer if no one else used it but herself, so she began planning on buying a new one which would be her own property exclusively. The first machine sold became a missionary that eventually sold three others, and in time led to the sale of many more.

Many manufacturers have been led by their inventions down a blind alley.

There has been a need for years for a good dish-washing machine for the home. Machines designed for this purpose have been too high in price, or too large, or too complicated. There is one machine of this kind which is almost ideal for the purpose, and one day it will be in universal use, when the manufacturer looks to advertising for the solution of his merchandising problems.

With the carpet-washing machine ready for the market and the price of it prohibitively high at \$285, what did the manufacturer do?

An analysis of the sales field showed two prospective buyers, the home and the institution. The home presented a discouraging prospect, first because it was a field of such tremendous extent, and second because so few homes could afford to purchase. An investment of \$285 for an article that would not be used oftener than once a month is not sound

economics for homes of average income, or even better than average income. On the other hand, the institution presented a splendid field but a limited one. Hotels, clubs, hospitals, banks, office buildings, as numerous as they are, do not promise a consumption large enough to justify national adver-

Hamilton Beach Carpet Washer

Wash Carpets Right on the Floor

and the three – with the standard six figures

[illegible]

As you know, before anyone makes a big investment, he or she must know what he or she is getting into. The Hamilton-Brown Company's new *South-Carpet* carpeting system is no exception. Before making an investment in this new carpeting system, you should know the following:

- *South-Carpet* is a new carpeting system that is made of 100% virgin, recycled carpeting material. It is made of 100% virgin, recycled carpeting material. It is made of 100% virgin, recycled carpeting material.
- *South-Carpet* is a new carpeting system that is made of 100% virgin, recycled carpeting material. It is made of 100% virgin, recycled carpeting material. It is made of 100% virgin, recycled carpeting material.
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The *South-Carpet* system is a new carpeting system that is made of 100% virgin, recycled carpeting material. It is made of 100% virgin, recycled carpeting material. It is made of 100% virgin, recycled carpeting material.

Hamilton Beach Carpet Washer Co.
10000 W. 10th St., Minneapolis, MN 55426
(612) 835-1100



NATIONAL COPY SEEKS TO INSTIL DESIRE FOR WASHED
CARPETS

tising and quantity production. Price is not a factor to the institution because of the almost daily use it finds for such a machine.

In addition to the home and institution fields a third field uncovered itself—carpet-cleaning establishments—a field of somewhat problematical value as a sales market. But a consideration of this field, and turning it over under the microscope, led to the discovery of the way out.

Cleaning establishments in most

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of the larger cities charge from eight to ten cents a square foot for cleaning fine carpets and rugs, which charge generally covers calling for the article and delivering it. A big sales resistance in the business is the disinclination of people to part with their floor coverings for a day or days and the apprehension most of them have of the treatment an expensive rug may be subjected to while it is out of their possession. Bare, uncarpeted rooms are not pleasant things to think about.

Changing the nature of a cleaning business by taking the cleaning operation into the home reduces most of the sales resistance to a minimum. When the operation can be performed under the owner's eyes in about the same time it would take to use a vacuum cleaner, at a cost no higher and in most cases lower than the cleaner ordinarily charges because of the smaller amount of time consumed, and in addition to all this does the work better, it will be seen at once how the cleaning establishment can greatly increase its business through the use of the new device and how others can enter the same field.

HOW NATIONAL ADVERTISING OVERCAME HIGH PRICE RESISTANCE

Here was fair quarry for the big guns of national advertising. Three objectives were sighted in the copy:

1. The copy was aimed straight at the universal consumer. Every owner of a rug and a carpet was appealed to, not to make her buy a carpet washer, but to make her want to have her carpets washed. The copy sought to convince the reader that carpets need washing. This conviction, driven home, was the preparation for the harvest—the *sine qua non*—the foundation for sales.

2. The fine home and the institution—hotels, clubs, public buildings—were specifically appealed to. They were legitimate buyers and the copy told them so.

3. The opportunities for making money in the carpet cleaning business. Every man already established in the cleaning business

would be helped by the national advertising. It would create business for him. People he never heard of, convinced by the advertising that carpets need washing, would send their goods to him. He could buy one of the carpet washing machines or not, just as he chose. If he did not choose, the copy told him that others might buy machines and go into the business, and explained in detail how a man or a woman could buy a machine and build up a permanent business with a big income.

The national campaign was launched two months ago in the women's publications. The advertisement reproduced with this article is representative of the preliminary announcements. The headline, "Hamilton Beach Carpet Washer—Wash Carpets Right on the Floor, and dry them with this astounding new invention," informed the reader first of all that a new device had been invented and the illustration showed it in use. Then the invention was described in detail, and the points referred to in the preceding paragraphs were enlarged upon.

One of the most important features of the advertisement is the coupon. It reads, "Without obligation, send me complete information as checked: (1) I want to have my carpets washed. (2) Further information for clubs and hotels. (3) For establishing a rug-cleaning business."

A great many sales were made almost immediately to hotels and clubs, and a number of individuals bought machines and went into the rug-cleaning business. A tailor in Racine, Wisconsin, bought one machine and then another, and in twenty-nine days did \$1,300 worth of business. A man in Philadelphia now has six machines and six men working for him. The success of this department of the campaign is easy enough to understand, as national advertising applied to a sound proposition rarely fails to carry it to success, but the interesting question to manufacturers and advertisers generally is, what is the effect of the national campaign on

the consumer—the individual owner of rugs and carpets? How have the women of the country responded?

The advertising campaign has not been running long enough to tell the complete story, but enough has happened to indicate the general character of the result.

Naturally, a larger number of inquiries have been received from women who say, "I want to have my carpets washed." When such an inquiry is received, it is first ascertained whether a carpet washer has yet been sold in the town from which the inquiry emanated. If such a sale has been made, the inquirer is referred to the owner of a machine, and the owner receives notice of the inquiry. At the same time a booklet and a letter go to the inquirer, urging her to consider the buying of a machine as a means of going into business for herself. The booklet is entitled "How to have a big paying business of your own." The woman is told "Here is an opportunity for wives to help their husbands and sons have a business of their own and financial independence." The letter says:

"Rug and carpet cleaning concerns charge their customers five cents and upward a square foot for cleaning carpets. They charge from eight to ten cents a square foot for cleaning Oriental rugs. With the Hamilton Beach Carpet Washer you clean, in one hour, 200 square feet of carpet or rugs. At the lowest charge of only three cents a square foot, you thus make \$6 an hour. Or if you charge five cents a foot, which is very reasonable, a 9x12 rug makes you \$5.40. And since you clean two such rugs in an hour, you earn \$10.80, with a total operating cost of less than 30 cents. Remember, these figures are from the experience of Hamilton Beach Carpet Washer men all over the country."

In order to link up closely with the outstanding element in the magazine advertising—the necessity for washing carpets—a considerable section of the book is devoted to this subject. There is a chapter, "Danger Lurks in

Dirty Carpets," in which the reader is told that the carpets and rugs in millions of American homes have never been washed, yet children sit and roll on them, leave their toys there and put their fingers and picked-up objects in their mouths. "The deadly microbes of diphtheria, pneumonia and tuberculosis, which have been spit onto the street, are carried into the home by every shoe that crosses the threshold, and find lodgment in the rugs and carpets. These germs are often conveyed to the baby's mouth."

This is selling both father and mother with a vengeance on the necessity for having their carpets washed. With the germ of this thought securely lodged in consciousness, action of some kind will result sooner or later. Note how effectively the selling argument is presented. The woman wants her carpets washed. The price of the carpet washer as an individual purchase is prohibitive. As a business proposition for herself or some friend or relative, however, the price consideration takes a seat in the back of the hall, and the woman becomes an advocate for the company and helps it sell a third party.

The first letter itemizes the entire investment. The machine itself is priced at \$285. Two drums of soap, extra brushes and oil, bring the total to \$332. The entire amount must be sent with the order. A quantity of envelope stuffers entitled, "The New and Better Way of Having Clean Floor Coverings," attractively printed in two colors, goes with the machine, without charge, to help the purchaser circularize prospects. The sales and distributing organization of the Hamilton Beach Mfg. Co., manufacturer of electrical devices, with branches and salesmen already established, is being used to establish distribution.

Other manufacturers of high-priced specialties will find much in the campaign of the Hamilton Beach Carpet Washer Co. to help them in the solution of some of their advertising and merchandising problems.

Choose Philadelphia for Your Advertising Campaign

There's something fine and steady and staunch about Philadelphia.

It's a fine old American city, in traditions, in manners, in habits and customs and in population.

It's a steady thorough-going community rarely affected by sinister or disturbing influences, is a city of workers and for many years has been proud of the appellation "The Workshop of America."

Its staunchness is proverbial in many ways. For instance, one-seventh of the home building and loan associations in the United States are here, and many of its four hundred thousand homes are owned by their occupants.

There's also something fine and steady and staunch about consumer demand here in Philadelphia, once you get it established in favor of your line of goods.

About three million consumers, about 48,000 wholesale and retail stores, about 16,000 manufacturing places, plenty of rail and tide-water and ocean-going traffic, make Philadelphia the third largest market in the United States.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

"In
Philadelphia
nearly everybody
reads the
Bulletin"

Net paid average circulation for six months ending April 1, 1920, as per U. S. Post Office report

466,732 *copies*
a day

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.

THE CINCINNATI

What Sells the Motion Picture?

(Excerpt from editorial in Motion Picture News of January 17, 1920)

"We don't send press notices to the bill-boards and magazines. Naturally we have a newsy product and these are not news mediums.

"We lean heavily on the newspapers—we have to.

"We could eliminate all other forms of advertising . . . all except that newspaper notice . . . which says that a certain picture with a certain cast and a certain star will be shown at a certain theatre in a certain town at a certain time.

"That is what sells the picture. . . . The exhibitor turns first to the newspaper. There's his most direct and quickest appeal to the largest number of possible customers."

The POST printed 99,722 lines of motion picture advertising in 1919, which was 17,514 more lines than was published by any other Cincinnati daily newspaper.

The Cincinnati Post

Daily average net paid circulation for 6 months ending March 31, 1920, was **177,768**

Largest Circulation of any Cincinnati newspaper

SCRIPTS

IN A T I P O S T

Twenty-two Information Sheets, presenting careful analyses of local conditions in twenty-two important cities, will be sent to any advertiser or advertising agency upon request. This data is recent and accurate and is compiled for the purpose of offering, in convenient form, essential and important facts concerning Scripps newspaper cities.

Akron Press
 Cleveland Press
 Cincinnati Post
 Columbus Citizen
 Covington (Ky.) Post
 Dallas Dispatch
 Denver Express
 Des Moines News
 Evansville Press
 Houston Press
 Los Angeles Record



Memphis Press
 Oklahoma News
 Portland (Ore.) News
 Sacramento Star
 San Diego Sun
 San Francisco News
 Seattle Star
 Spokane Press
 Terre Haute Post
 Tacoma Times
 Toledo News-Bee

NEWS PAPERS

Foreign Advertising Department

Union National Bank Bldg., Cleveland, Ohio

New York Office: Marbridge Bldg.

Chicago Office: First National Bank Bldg.

Try it out in Representative Milwaukee

Among all evening and Sunday newspapers The Milwaukee Journal ranks second in volume of national advertising published during the year 1919.

In the morning and Sunday field only two papers surpassed this record, nor was it equalled by any of the six-day newspapers, morning or evening.

These figures are taken from the statistics compiled by the Advertising Age. The Journal's lineage, 3,326,478, of national advertising is figured *net*, and represents the amount actually billed and paid.

The Milwaukee Journal

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York

Chicago

Selling a City Through a Department Store

Frederick & Nelson Take Magazine Pages to Advertise Seattle

By C. L. Armstrong

IS a department store situated far distant from the great concentrations of national population justified in expending \$1,000 and more a page for a series of advertisements in a high-class national publication, especially when in none of the advertisements does the store receive more than passing mention?

Frederick & Nelson, of Seattle, answer this question in the affirmative. For some months past this store has been using magazine pages, not to sell merchandise, but rather, apparently, to "sell" Seattle and the Pacific Northwest. The city's name is carried in distinctive lettering prominently at the top of each advertisement and always in the same position. The sub-heading intimating the theme of each advertisement is tied up to this display of the city's name.

Illustrations that are largely photographic compositions, including a broad central sweep with one or more insets, have been used so far. The quality of the workmanship has been of a high order and the views have been convincing.

The copy is interesting in that it identifies the store with the various attributes of Seattle in a rather skilful manner, thus obviating the palpable danger of descending too suddenly from mountain touring to merchandising.

Themes such as: "Seattle, The Gateway"; "Seattle, The Goal of America's Finest Scenic Highways" and "Seattle, Hub of America's Summer Playground" are exemplary of the series. Un-

SEATTLE *Hub of America's Summer Playground*

"Fore!"

THE cry goes echoing seaward. You fill your lungs with mountain breezes and follow through. Flashing up the velvet fairway the ball loses itself in the iridescence of some far, snow-mantled peak to reappear, in descent, against the cool verdure of a clump of bark-shedding arbutus. That's Seattle!

Rail under, everything set and set a tack in it: riding a wind from The Rock of Beyond with a line and sheet. That's Seattle!

But, a better it be gilt, with sea and mountains sailing (shaped the year's round, too, by Nature's grace) or sailing the magnificent waters of Puget sounds or pounding with white-water-cascade-kissed gullies, along either of rustic boulevard "bark hill and water—homer it be in the long list of recreation (and Seattle knows and loves them all) it takes on a sure, refreshing sense in this wonderful summer playground.

The same whole-hearted enthusiasm, born of the Western spirit, that has hitherto made the play and sports have made possible the building of such an institution as The Store of

FREDERICK & NELSON
—in SEATTLE

AN UNUSUAL AND PUBLIC-SPIRITED WAY OF ADVERTISING A CITY

der the heading last named, the copy is introduced in this manner:

"Fore! The cry goes echoing seaward. You fill your lungs with mountain breezes and follow through. Flashing up the velvet fairway, the ball loses itself in the iridescence of some far, snow-mantled peak, to reappear, in descent, against the cool verdure of a clump of bark-shedding arbutus. That's Seattle!

"Rail under, everything set and not a tuck in it; riding a wind from The Back of Beyond with China dead ahead. That's Seattle."

In the last paragraph only is there any mention of the store. Here it is: "The same whole-hearted enthusiasm, born of the Western spirit, that characterizes Seattle's play out-of-doors has made possible the building of such an institution as the Store of Frederick & Nelson, in Seattle."

According to R. E. Morgan, advertising manager of the company, institutional advertising de luxe of this character is well directed. "Our objective," says he, "is not the sale of merchandise, at least not in the first instance; it is to help to make Seattle known to greater numbers of Americans and thus attract greater numbers of permanent customers into the sphere of our merchandising influence. By-products of advertising such as this are the effect it has on Seattle people here at home in increasing their respect and good will for the store; the effect it has on Seattle people away from home who almost invariably write us enthusiastically about the advertisements they have seen and, not least by any means, the effect it has on people in other parts of the country who later visit Seattle."

"We are well pleased with the work as far as it has gone and we intend to continue similar campaigns in the future."

F. C. Doig With Strang & Prosser

Frank C. Doig, recently director of publicity for the Seattle Chamber of Commerce, is now with the Strang & Prosser Advertising Agency, Seattle. Mr. Doig was at one time in the editorial department of the *Seattle Times* and was manager of the International News Service bureaus at Portland, Ore., and Seattle for several years.

H. F. Campbell Returns to "Current Opinion"

H. F. Campbell has been made advertising manager of *Current Opinion*, New York, succeeding Mark A. Selsor, resigned. Mr. Campbell was at one time with *Current Opinion* in its circulation and advertising departments.

New Officers of Albert Frank Agency

Albert Frank & Co., advertising agency, New York, announce that in addition to Frank James Rascovar, president; Harry Rascovar, vice-president and treasurer; W. N. Record, vice-president in charge of Chicago office, and Mark Ash, secretary, at a special meeting of the board of directors the following officers were elected:

E. W. Kimmelberg, vice-president in charge of sales; M. R. Herman, vice-president in charge of plans; Henry Schwarting, vice-president in charge of financial service; Lloyd B. Myers, vice-president in charge of service; and George Borat, assistant secretary.

J. C. Wilberding With Storm Agency

J. C. Wilberding, recently vice-president of Van Patten, Inc., New York, has acquired an interest in Jules P. Storm & Sons, Inc., New York, and has been made vice-president and a director. The Storm Agency, formerly known as Jules P. Storm, was recently reorganized. The other officers are: Jules P. Storm, president; Charles M. Storm, secretary, and Allston E. Storm treasurer.

Irving Bugg With Joseph Richards Co.

Irving Bugg, who for the past four years has been in charge of the automotive division of the advertising department of the Vacuum Oil Company, has joined the Service Department of the Joseph Richards Co., Inc., New York. Before joining the Vacuum Oil Company Mr. Bugg was advertising manager of the Brooklyn Edison Company for fifteen years.

Refrigeration Account With Martin V. Kelley

The Refrigeration Engineering Company, Toledo, Ohio, has put its advertising account in the hands of The Martin V. Kelley Company, of that city. Advertising campaigns, a large part of which will be devoted to promoting nationally both the commercial and home-use models of electric refrigerators, will be undertaken.

Changes in Penton Publishing Co.

C. H. Cole, for six years on the advertising staff of the *Plain Dealer*, Cleveland, has been added to the advertising staff of *Power Boating*, Cleveland. Joseph Fuller, who has been circulation representative in the eastern territory, is now New York advertising representative of *Power Boating*.

Printing House Craftsmen to Hold Convention

The first annual convention of the International Association of Printing House Craftsmen will be held in Washington, D. C., August 21 to 23, 1920. A feature of the convention will be an exhibit of printing appliances, supplies and work.

C. G. Ferguson With Craddick Service

C. G. Ferguson, who for the last thirteen years has been advertising and sales manager of the Baker Importing Company, Minneapolis, has been made director of copy with Craddick Service, financial advertisers, Minneapolis.

Conlin Leaves Munsey

E. C. Conlin has resigned from the Frank A. Munsey Company, effective June 1, to devote his time to some plans which he is not ready to announce at present.

New Account for Ferry-Hanly

E. C. Gatlin Co., maker of Excelsior cake, have placed their account with the Ferry-Hanly Advertising Co., Inc., Kansas City, Mo.

Martin and Hamilton With Toronto "Globe"

G. K. Martin, formerly business manager of the Kingston, Ontario, *Daily Standard*, has joined the advertising department of the Toronto *Globe*. He will be in charge of financial and automobile advertising.

H. C. Lowrey, for several years a member of the *Globe's* advertising staff is entering commercial business.

H. J. Elder, formerly manager of the *Globe's* eastern office at Montreal, has been promoted to the home office. He is succeeded by J. R. Hamilton, of Montreal, a former Toronto newspaper man.

Agency Gets Pump Account

The Western Pump Company, Davenport, Iowa, maker of pumps and tankless water systems, has put its advertising account in the hands of The Nichols-Moore Company, Cleveland.

Trust Company Account With Vanderhoof Agency

Vanderhoof & Co., Chicago, have obtained the advertising account of the Lake Shore Trust & Savings Bank, Chicago. A general campaign is being planned.

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Entries in Clearing House Approach Thousand Mark

Eight Hundred and Fifty Slogans Now Registered

WITH this, the seventeenth instalment of the slogan list, the total number of advertised phrases granted registration comes close to the thousand mark. That the list is not yet exhausted is evidenced, both by the general character of those listed following, and by the many applications for registration which reach us.

All Over Town. Young Hat Co.
Appreciated Chocolates (The). Johnston's.
As You Like It. J. R. Baston Co., Inc. (Hosiery.)
Bear for Wear (A). Gillette Rubber Co. (Tires.)
Built to Excel. Spreckels "Savage" Tire Co.
Candies of Character. Wallace & Co.
Car of a Thousand Speeds (The). Owen Magnetic Motor Car Corp.
Chief of the Tire Tribe. Standard Four Tire Co.
Easiest Name for a Man to Remember (The). Wilson Bros. (Shirts.)
Everything to Build Anything. Dower Lumber Co.
Expresses Your Individuality. Continental Jewelry Co.
Fire Insurance Is as Old as the Sun. Sun Insurance Co.
For Every Service. Goulds Mfg. Co. (Pumps.)
Friend Making Work Shirt (The). McCawley & Co., Inc.
Happiness in Every Box. United Retail Candy Stores.
Hardware That Harmonizes. P. & F. Corbin.
Honest Wear in Every Pair. Marston & Brooks Co. (Shoes.)
Ink That Never Fades (The). Sanford Manufacturing Co.
Instrument of the Immortals (The). Steinway & Sons. (Pianos.)
It Wears—and Wears—and Wears. Zapon Leather Cloth Co..
Keeps the Cops Away. Pittsburgh Lamp, Brass and Glass Co. (Kopp's Lens.)
Light That Always Shines Welcome (The). Coleman Lamp Co.
Line of Least Resistance (The). H. J. Koehler Motors Corp.
Longer You Play It the Sweeter It Grows (The). Cheney Talking Machine Co.
Made by the Mile, Sold by the Foot. Liberty Steel Products Co. (Sectional Steel Buildings.)
Make Men of Boys. Structo Mfg. Co. (Toys.)
Makes Night As Safe as Day. Benzer Corp. (Benzar Lens.)
Magazine with a Mission (A). *Hearst's Magazine*.
Makes Good Tea a Certainty. Jo-

seph Tetley & Co., Inc.
Makes the Skin Like Velvet. Mystic Cream Co.
Master of the Load on 'Any Road. Master Trucks, Inc.
Mellow as Moonlight. Vogan Candy Co.
National Rider Never Changes His Mount (A). Davis Sewing Machine Co. (National Bicycles.)
Penny a Night for the Finest Light (A). Coleman Lamp Co.
Pink of Perfection (The). British Columbia Packers' Ass'n. (Salmon.)
Rest Assured on "Shur Rest" Bedding. Greenpoint-Southern Co.
Right Angle in Advertising (The). Collin Armstrong, Inc.
Safe as Sunshine. R. E. Dietz Co. (Lanterns.)
Salt That's All Salt (The). Diamond Crystal Salt Co.
Shoes of Worth. A. E. Nettleton Co.
Signal with a Smile (The). Fulton Co. (Horns.)
Soft as a Kitten's Ear. Hews & Potter. (Belts.)
They Finish the Day for the Sun. Coleman Lamp Co.
They Pull You Through. Bethlehem Spark Plug Corp.
They Wear Like a Pig's Nose. W. M. Finck & Co.
Trade-Mark Known in Every Home (The). Landers, Frary & Clark. (Universal Kitchen Utensils.)
Usual Foods in Homes That Know (The). Curtis Corp.
Where Nature Helps Industry Most. Los Angeles, Cal., Chamber of Commerce.
You Just Know She Wears Them. McCallum Hosiery Co.

C. F. Collisson Advanced

Charles F. Collisson, who joined the advertising staff of *The National Farm Power*, at Minneapolis, last February, has been appointed advertising manager of *Northwest Farmstead*, of Minneapolis, and *The Dakota Farmer*, of Aberdeen, S. D., published by the Bushnell Company, and a part of *The National Farm Power*. His headquarters will be at Minneapolis.

Society Brand Clothes with George Batten Co.

Alfred Decker & Cohen, Chicago, makers of Society Brand Clothes, have put their advertising account in the hands of the George Batten Company, Inc., New York. The Batten Company will also handle the advertising of Society Brand Clothes, Limited, Montreal.



Sacrificing Jewels

for the babies of Great Britain was started during the World War by Consuelo Vanderbilt, Duchess of Marlborough.

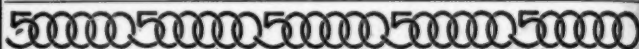
The "close-up" story of the Children's Jewel Fund of Great Britain and its sponsor, an American Duchess, is most interestingly told by Zoe Beckley

In the June Issue

This is the third of Miss Beckley's European articles.

The People's Home Journal
NEW YORK

For 35 Years the Magazine for Every Member of the Family



FROM COVER TO COVER

LESLIE'S has a very real responsibility in the matter of covers—a standard to maintain. During the war, Leslie's covers were used after publication in nation-wide drives of patriotic activity. They are equally significant today—show the quality of Leslie's, so do the back covers.

FRANK L. E. GAUSS

Advertising Director

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PRICE 10 CENTS

In Canada, 15 cents

Leslie's

Illustrated Weekly

MAY 22, 1920

VOL. CXXX No. 3370



Half a Million Guaranteed
THE FIRST 500,000

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LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S LESLIE'S

Looking Twenty Years Ahead

- to the readers
- of that time

The Brooklyn Eagle

- through the Junior Eagle
- builds for this future
- through attractive features;
- a bed-time story daily,
- photos and puzzles too,
- a twelve page Sunday magazine
- full of clean reading and pictures
- clubs and contests
- and features that delight
- the children's hearts

Advertisers Who Use

The Brooklyn Eagle

Dominant in Brooklyn

- are in a home newspaper
- that builds for their products
- with the future buyers
- as well as the present ones.

Carried more advertising in 1919 than any New York newspaper except the Times and the World.

A. B. C. Member

O'MARA & ORMSBEE, Foreign Representatives

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The Executive and the Too-Ambitious Salesman

The Problem of the Man Who Wants to Get Along Too Fast

By Richard Walsh

FOR one reason or another, it often seems that the really unusual youngster—the one upon whom everyone in the house sets his heart and who, according to all indications ought to develop into a real prize—booms along splendidly for about so long and then comes to a sad end.

More than one sales manager has puzzled his head over just this situation. Here comes a splendid chap of probably twenty-four or twenty-five, and starts out selling the line. He goes along at a tremendous rate and upsets all past records for volume. His work is gilt-edge in every way. By comparison, the work of older men is as nothing and maybe the president of the company comes to the sales manager and, flashing the youngster's record, uses it to prove that the older men are not doing their duty and that the sales manager should wake up and profit by the example the youngster is setting.

A few years ago, a biscuit factory found itself in possession of one of these "infant prodigies," as the sales manager called them. His name was Wells. He was only twenty-two years old, probably eight years younger than anybody else on the sales force. He was so young that he got a trial only because of his sheer persistence, and because he offered to go to work on a very small drawing account against commissions, and because just at the moment there was vacant a most unpleasant little territory, hard to travel on account of transportation facilities—a territory which could hardly support a married man with a family.

The youngster was put on this territory. Before the first month was up he was bringing in new customers by the dozen. Before

six months were up he actually had the territory where it was enabling him to make a real showing and shortly the volume actually promised to be on a par with many other regular and much larger territories. The youngster was plainly a rare find. He was a natural born salesman, a young man who could get onto a common ground with just about any sort of merchant, and before many minutes establish friendly relations that would lead up to the order. Furthermore, his orders delivered well and the trade liked him. His work was clean and without "strings," and in every way his showing was a constant source of pleasure to the house. It became a popular diversion of the sales manager to point out the showing of this youngster and show older men how the results the young fellow attained plainly indicated their own lost opportunities.

Then one day he disappeared from the sales force. What actually took place was that, according to his own story, he turned in his sample case and walked out. According to the sales manager he was discharged for impertinence. Either one may have been right, but, in either event the house lost a young man who could get the business at a profit.

FROM THE COMPANY'S STANDPOINT

For want of better evidence, we might take for granted the story told by the sales manager. "The boy was good—no doubt about it. We haven't another man who can sell along with him. But he became so almighty unreasonable in his demands that the only way we could keep him was at the expense of antagonizing the rest of the men.

"In the first place, as soon as

he had proved his ability to sell goods he came to us with a cocksure attitude and demanded an automobile be supplied him. He pointed out how he could increase his volume in that way without adding to the cost of selling per dollar of sales. We consented and let him have a machine. Then he came to us and demanded a larger and better territory. He argued that he had gone out and demonstrated in a poor territory that he could sell goods and that now he was entitled to a real opportunity to make some money. He pointed out that we should not hold his youth against him, because what we wanted was volume and it didn't make any difference to us that he was not forty years old and had a record of fifteen years with the company. We gave him the territory for which he asked.

"In a few weeks he came to us and told us he was going to be married, and that if we treated him right we could count on his being a fixture with the house. What we would have to do to 'treat him right' was to give him a larger drawing account—one commensurate with his ability and his requirements. We felt that the drawing account he set for himself was rather large, but we valued the man, and as good men were scarce, we did not feel like being so insistent that we might curb his enthusiasm. So, rather against our better judgment, we gave him the drawing account for which he asked.

CONSIDERATION FOR THE OLD STANDBYS

"Then the real trouble began. Not being satisfied with a good proposition, he proceeded to whisper it 'confidentially' among the other salesmen. He began to boast of his 'stand in' and how he could get anything he wanted.

"Now, as a matter of fact, he wasn't really getting anything that he wasn't earning, but his remarks caused a lot of dissatisfaction among older men who could not be convinced that they were

not entitled to as much money as the youngster. As one old-timer expressed it: 'Maybe the kid can go out and put something over on us older fellows. But don't forget that we had the same steam as he had when we came to this company when it was starting out and that it was just that steam on our part that put the company where it is to-day. We couldn't make a lot of money in those days because the company was too small, but we looked forward to making ours after we had put the line over. Now that we have given the best we had and helped put the line where it is, you are going to a youngster and giving him the cream that we are entitled to. I am not kicking because he is making real money, but I do feel that we are entitled to just as much as you are paying him.'

"And the old timer had a lot of truth in his favor. At any rate, the action of the youngster did not make for peace and good fellowship in the sales force.

"We cautioned him on this and showed him the mistake he was making. The matter was finally smoothed over, but by then we had come into a rush season when the men were sending in more orders than we could fill from day to day. Conditions made for slow deliveries and the shipping room was crowded and congested. Shipping department men were irritable and nervous. Everyone was working under pressure. Dealers were not getting the service they should have and naturally complaints became numerous. Right in the middle of this situation the youngster came in off of his territory and marched into the shipping room. He went through the order books and found his orders. With a handful of them he went into the stock room and proceeded to set them up himself. The affair culminated in a near-fist-fight when a burly shipping department hand ordered the youngster off the shipping floor. Then he went to the sales manager and began to criticize and find fault, and the

upshot was his resignation or his discharge, according to whose word you want to take."

Now, we are not interested in the history of this young man so far as he himself is concerned. What interests us is the fact that not only good young salesmen "blow up," but good young book-keepers and factory men who give promise of developing into future executives of real importance seem to have a tendency to "blow up" and are lost to the house.

The fault may lie with the house or it may lie with the young men. Obviously, the type of young man who is most desired is aggressive, thoughtful and resourceful. He is not afraid to take a chance and has that sense of confidence which makes for a good business executive. Just the type which a house wishes to hold in its service, that very type makes him a man doubly hard to hold. He is a business adventurer. He is willing to take a chance. He has the ability and the energy to make good on the job he tackles and he knows he can make good. And the moment the job on which he is employed seems to show that it is fenced in and that growth is limited, the youngster loses interest in it and casts around for something which seems to promise a better future. Or maybe it is just the sheer love of business adventure which prompts him to take another job. The very qualities which make him a success on the job he is on tend to induce him to go to another one.

RIGHT EXECUTIVES FIND THESE MEN ARE WORTH KEEPING

Two experienced business men have discussed this type of youngster with me. One of them, a man of the stern, severe type—the matter of fact individual—takes the stand that nothing can be done with such youngsters. He maintains there is no use bothering about them. He makes it a practice to let a youngster go any time he shows the least trace of restlessness.

But over against this type, another business man is building up a wonderful organization by getting just this hard-hitting, aggressive type. He seems to be able to control them and hold them in line because he is in perfect sympathy with them. He claims to be one of them himself and maintains that the hardest thing for him to do is to sit tight on the job when something rosy appears on the horizon. He doesn't forget that he himself was an imaginative youngster who magnified every seeming wrong and was ready to jump at the drop of the hat. He jokes about it and keeps it before these youngsters that they have a sort of juvenile disease, much like the measles and the mumps, which are common to young people.

Long before one of his youngsters has an opportunity to come to him disgruntled, he assures the youngster that he is going to "blow up" about every so often, and that when the spell comes on the best thing to do is to take a cold shower bath. He is constantly telling his youngsters about the "jumping" disease which makes "hop-toad" salesmen, and when the youngster comes around with a real or fancied grievance this boss is ready for them with an "I told you so."

Then he sits down and calmly analyzes not so much the particular grievance as the state of mind of the youngster, and nine times out of ten the latter goes on his way feeling that the boss had it sized up just about right.

One thing is certain, the slow, unimaginative type of executive will never hold and develop the aggressive, hard-hitting type of young man. He won't work for anybody who isn't faster and harder hitting than himself. The young man who is really worth while, who is of the unusual type, will stay on the job and prove a splendid asset in case the man over him is able to hold him in line through understanding his needs and his temperament and can act accordingly. But as Emerson said in one of his essays:

"The tap cannot be higher than the source." The mediocre business man of ordinary calibre had better not try to inject into his sales force or his office or factory force the "going hound" type of youngster because he cannot be held in line except by an executive who can appreciate his aggressiveness and hold him in line in spite of it.

This type of youngster naturally tries to go ahead faster than is good for him. It is true that when he gets older he will see his mistakes and often he settles down. But only too often the man who had first opportunity on his services and who could well profit by having him on the job fails to hold him simply through lack of understanding of the underlying mood which prompts him to "kick over the traces" at some trivial cause.

The ancient natural law of the best man for the leader exists today as much as it did in the old tribal days. And it exists nowhere so strongly as right in business and especially in those business houses where strong, aggressive young men may be found. The active young man who is inclined to want to go ahead too fast for his own good simply refuses to "stay put" under a boss of inferior force and mentality. The boss who can't keep good young men in line and developing is naturally inclined to blame the youngster for being over-aggressive and immature and lacking in judgment, but it is just possible that the place to look for the solution is not in the mind of the youngster but of the man for whom he works.

Canners Face Shortage of Tin

The American Can Company has announced the withdrawal of prices on tin cans. This condition results from the breakdown of the transportation system. Some canners who have not been able to lay in a supply are faced with a serious situation next season unless there is a prompt movement of the tin to points where it is needed.

This shortage of cans has already made its effect felt in the sardine packing industry. Some of the packers have been forced to shut down and unless relief comes soon the Maine sardine pick will be reduced materially.

Large Foreign Business Expected by General Motors

An export training school has recently been opened by the General Motors Corporation. An address made by W. C. Durant, president of the company, indicates that a large foreign business is expected. Mr. Durant said in part:

"In 1906—that is only fourteen years ago—there were built in the United States by all manufacturers and assemblers of automobiles, about 20,000 cars. The amount of capital employed in the industry at that time was about \$225,000,000. That figure included capital employed in the manufacture of accessories as well as complete cars and trucks. To-day the General Motors Corporation alone has scheduled for its production in the year commencing August 1, 1920, forty times the entire production of the whole motor car industry of the United States in 1906. In other words, General Motors Corporation has planned to produce in those twelve months over 800,000 motor cars and motor trucks.

"At home we can handle the designing, manufacturing and disposal of our products in the United States without any great difficulty, as the different manufacturing divisions have their own sales organizations; but when it comes to the proper care of foreign business it is quite a different matter. We have to depend on men, if we are to make a success of the undertaking, who are familiar with not alone one car, but with the entire line. It is the purpose of the training school to select men to fit themselves to properly present to the trade in foreign countries the products of the General Motors Corporation."

Washington Ad Club Holds Election

H. H. Levi has been re-elected president of the Advertising Club of Washington, D. C. Harry Hahn has been elected vice-president, and M. A. Leese, treasurer. This is the club's second year. Its membership has tripled during the last year.

E. V. Corbett With "Rural Canada"

E. V. Corbett, formerly advertising manager of the Toronto, Ont., *Times*, and more recently on the advertising staff of *Everywoman's World*, has joined the Young Canada Publishing Company, publisher of *Rural Canada*.

Clover Mfg. Co. Account with Barton, Durstine & Osborn

The advertising account of the Clover Manufacturing Company, Norwalk, Conn., grinding and lapping compounds, is now being handled by Barton, Durstine & Osborn, Inc., New York.

UNIVERSAL INDUSTRIALS

At the A. A. C. of W. Convention

Memories of New Orleans last year enable us to look forward with genuine anticipation to this year's "get together" at Indianapolis. We are glad that we are going to be with you at the convention, and we invite you most cordially to attend the meetings of the Screen Advertisers Association of the World which takes place at the same time. The program begins June 7 at 2:30 P.M. with an address by Mr. Harry Levey, President of the Association. The balance of our program will be as follows:

MONDAY, JUNE 7

3:30 P.M.—Address: "What I Have Learned About the Motion Picture Medium," by Tim Thrift, Advertising Manager American Multigraph Sales Co., and Chairman of Motion Picture Committee Assn., National Advertisers. Discussion.

4:30 P.M.—Address: "The True Mission of the Motion Picture," by John Leitch, author of "Man to Man" (Industrial Democracy).

TUESDAY, JUNE 8

3 P.M.—Address: "Guaranteed Circulation with the Motion Picture Medium," by Harry Levey, Pres. Screen Advertisers Assn. of the World. Discussion.

2:45 P.M.—Experience Meeting: Short Addresses by Advertising Managers and Agency Executives, giving their experiences with the Motion Picture Medium. Mr. G. L. Sumner, Advertising Manager, International Corr. Schools; Mr. W. B. Griffin, Advertising Manager, Holmes & Edwards Silver Co.; Mr. R. V. Cline, Film Division, Firestone Tire & Rubber Co.; Mr. Paul Wing, Eastern Manager, Critchfield & Co.; Mr. G. U. Radoye, Advertising Manager, Haynes Motor Car Co.; Mr. L. E. Honeywell, Advertising Manager, National Acme Co., and Representative of the Vigilance Committee.

Adjournment.

We further invite you to attend our exhibition of Universal Industrials which will be shown every afternoon and evening in the Palm Room, Claypool Hotel, from 4 to 10 P.M.

Universal Industrials showing local, territorial and national campaigns for merchandising and other things will be exhibited.

Take this opportunity to secure more data on this valuable medium used by over 100 leading American business organizations.

UNIVERSAL FILM MANUFACTURING COMPANY

(CARL LAEMMLE, President)

HARRY LEVEY, Manager Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe.

1600 BROADWAY

Studios: Universal City, Cal.

NEW YORK CITY

Fort Lee, N. J.



A Type of the Midwest Farm Woman-

Her home is equipped with electricity,
modern plumbing and heating. ~

She takes pride in furnishing it in an
up-to-date manner. ~ ~

She, herself, dresses in the latest
style and uses the very best of toilet
articles and preparations. ~ ~

She is aided in the selection of her
purchases by the Women's Department
and the advertisements in her section of

The **CAPPER FARM PRESS**

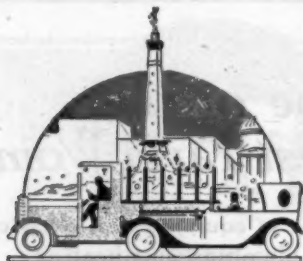
(MEMBERS A.B.C.)

Arthur Capper, Publisher

Marco Morrow, Asst. Publisher

TOPEKA, KANSAS

Women in more than one of every three
farm homes in the Midwest know the
value of the Women's Departments of
THE CAPPER FARM PRESS
1,100,000 subscribers.



Ship by Truck

THE National Association of Truck Owners has its headquarters in Indianapolis. This is an evidence of the astounding growth of the Ship-by-Truck movement in the Indianapolis Radius. Indianapolis is the fourth hog market of the country. It is estimated that thirty per cent. of the stock is coming in on trucks. The Indianapolis Radius is more than an industrial center. It has a wonderful agricultural development. This farm population as well as the city population is largely influenced in its purchases by

The Indianapolis News

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

Crawford and Higham Tell America of Trade Opportunities

London Advertising Men Show Need of Complete Understanding and Better Co-operation

TWO of Great Britain's prominent advertising men, W. S. Crawford and Charles F. Higham, M. P., spoke to advertising men in New York on May 27 at a luncheon given in their honor at the Advertising Club of New York.

Mr. Crawford dwelt on export trade possibilities, and advised his hearers that if America wants trade in Great Britain it should clear its advertising through London.

The theme of Mr. Higham's address was that the time would come when advertising men would sell ideas, morality and health.

Both Mr. Crawford and Mr. Higham have come to America to attend the Indianapolis convention of the Associated Advertising Clubs of the World.

Mr. Crawford is head of W. S. Crawford, Ltd., of London. Mr. Higham, a member of the British Parliament, is head of Charles F. Higham, Ltd., London, and a vice-president of the Associated Advertising Clubs of the World.

Frank Presbrey, vice-president of the Advertising Club of New York, introduced the speakers, saying:

"The Advertising Club of New York is singularly privileged today in having as its guests two distinguished foreigners, if we may apply that term to anyone who lives in England; but we prefer to call them brothers rather than foreigners."

Mr. Crawford was somewhat reminiscent and told his audience of the days when, as a young man back in one of the Scottish villages, he dreamed of the day when he might become a great publicity man in England. "I have often felt that I should like some day to address the Advertising Club of New York," declared Mr. Crawford, "and now that the privilege has come to me

I must say that I am deeply grateful and very happy for that privilege. To-day I realize that I personally know nothing about publicity and that you are just the same. Publicity is affecting the whole movement of the human mind. Can you show me a man who can definitely say that he can move the human mind how he will and when he will?"

LONDON A FOREIGN ADVERTISING CENTRE

After declaring that both America and England "are going out to get the export trade of the world," Mr. Crawford spoke of London as the natural advertising and business centre to which Americans must resort in order to obtain the proper audience for their advertising.

He said he had heard about American hospitality, but that he had no idea that it was as wonderful as it had proved itself to be. "I wish we had your warmth of heart," he remarked; "but just the same we are a warm people underneath. So I beg of you to forgive us when we do not seem warm or cordial."

Mr. Higham spoke in part as follows:

"I may say that if I have been successful in advertising, it is because I came over here as a boy from England and got into the advertising business and I learned all my business in your country. If I was of help to my Government during the war the credit is largely due to you and your great knowledge of advertising—the profession which you so well understand.

"We have not yet touched the fringe of the great work that God has given us to do. We have not yet begun to show the world how to get on by publicity. I believe the time is coming when you men are going to sell ideas, morality

and health to the world, and you are going to do it through your Government.

"Let us never forget that a little while ago on the western front of Europe your soldiers and ours fought side by side against a common enemy. You fought not for England, not for France, but for the common good of all. And right here I wish to say to you that if this League of Nations is wrong, you may one day be able to help make it right; but whatever you do, I say this: do what you can always to make a friendly feeling exist, not only among the people of your own country, but between the people of your country and mine and some day men may say that publicity brought lasting peace and happiness to the world."

Will Help Next Year in Figuring Tax Return

John Wanamaker sends out a printed slip with monthly statements, reading as follows:

"We wish to call the attention of our customers to the advisability of keeping, for future reference, the itemized statements which we render monthly. These statements constitute a complete record of purchases and show the amount of luxury taxes collected, which is important to know at the end of the year in connection with Income Tax returns.

"We are always willing to render any service requested by our customers, but it is manifestly impossible for us to duplicate the entire year's work."

O'Brien Art Director, Richards Agency

J. Charles O'Brien, Jr., has been made art director of the Joseph Richards Company, New York. Mr. O'Brien has been assistant to Milton Towne, treasurer of the Richards agency, as account manager.

Judge Lynn J. Arnold Dead

Judge Lynn J. Arnold, until recently editor and publisher of the *Knickerbocker Press*, Albany, N. Y., died at Albany on May 27. He was born in Otsego County in 1864.

Employing Lithographers Meet in Indiana

The annual convention of the National Association of Employing Lithographers will be held at French Lick Springs, Ind., on June 3.

Eastern Agency Men Study the West

Representatives of New York, Boston and Buffalo advertising agencies, who left New York City, May 8, as guests of the Capper Farm Press, arrived in New York Monday morning, May 24, after a 5,000-mile trip, by rail and automobile, to and through Kansas, Oklahoma, Nebraska and Missouri.

The purpose of the trip was to make those who composed the party familiar with present-day conditions in the Trans-Mississippi territory, as well as to bring home to them the fact that the farmers of the Central West are enjoying a degree of prosperity which can only be characterized as "extraordinary."

Ample opportunity of meeting and gaining information from farmers, bankers, merchants and residents of the towns and cities visited was afforded and as far as possible, meals were eaten—in most cases, out-of-doors—at the home of representative farmers in the states included in the itinerary.

Perhaps the most vivid impression the agency men bring back with them is that the people of the United States are not likely to suffer for want of food. As one man phrased it, "I never dreamed there was so much to eat in the world."

The agency men in the party included W. H. Stark, George Batten Company, Inc., New York City; Harold Murray, Sheridan, Shawhan & Sheridan, New York City; F. F. Hilson, H. K. McCann Company, New York City; Harold F. Barber, J. W. Barber Advertising Agency, Boston, Mass.; John C. Hindle, Harry Porter Company, Inc., New York City; William A. Hart, Frank Seaman, Inc., New York City; George Clauss, Moss Chase Company, Inc., Buffalo, N. Y.; L. E. Smith, Ruthrauff & Ryan, Inc., New York City; S. H. Donahue, Newell-Emmett Company, Inc., New York City; G. L. Ball, Frank Presbrey Company, Inc., New York City; A. M. Lewis, J. Walter Thompson Company, Inc., New York City; R. E. Plimpton, Wales Advertising Company, New York City; J. H. Sinkinson, H. K. McCann Company, New York City; R. J. Compton, Blackman Company, New York City.

Photographing Idle Farms

The Department of Agriculture of Pennsylvania is taking photographs of idle farms in Pennsylvania. These pictures will be shown in an attempt to get the people back to the farms by exhibiting the good buildings and equipment.

The *Saturday Globe*, Utica, N. Y., has been purchased by a group of fifteen business men, and will be published as a daily morning paper beginning July 1.

Headlines That Ask a Question

Opening with a Query in a Way That Forces the Reader to Find an Answer or a Solution

By W. Livingston Larned

THE prevalence of headlines in advertising that ask a deliberate question only verifies the suspicion that one of the surest methods of getting attention is to put a problem up to the reader.

A plain statement in a headline might go unnoticed by many.

Many interesting statements attract only a certain percentage of persons.

But it is natural for us to answer a question.

This question can be in any number of forms. It may be merely a reminder of a fact thoroughly established, it may be a challenge, it may arouse the reader's cupidity and again it may be a mild reprimand.

But answer the question the reader will, if he sees it at all.

The action is mentally automatic, irresistible.

People have a way of thinking that they are human index files of information.

It's pretty good proof of sound and active mentality to bob up with a quick answer or a clever solution.

The question mark is an arouser of national interest.

In a sense, it is a "dare."

"Answer me if you can!" it says.

Therefore, any advertisement which puts a query to the reader is a little more apt to find response than the more non-committal title or opening paragraph.

And as it is necessary for you to read down into the body of the text to discover the other fellow's answer and as you very much wish to see if your own is correct, this headline or leader has lured the prospect into hearing all you have to say.

There are more "leaders" of this type than one might naturally suppose. Indeed, two advertising men discussing the subject not long since took issue on the point, and bets were made.

Twenty or more headlines that asked the reader a question were easily found in one publication.

Other advertisements asked questions further down in the text matter.

Here is a characteristic query headline, in a Standard Sanitary advertisement:

"Is Your Bathroom Ten Years Old?"

But that question applies both to those who will say "yes," or to others. The reader whose bathroom is absolutely new will be teased by the query.

What's it all about, anyway? The question is an unusual one. The ordinary reader wants to know the answer.

It is not exciting, but practical:

"If so, it is possible that the fixtures should be replaced. They may not be up to date. Like other home furnishings, plumbing fixtures should be replaced as new, more pleasing designs come into vogue."

The Standard company, in asking this question, wants to reach people who seldom give the bathroom fixtures in their homes a second thought. It would not normally occur to them that a bathroom should be kept as modish as a parlor.

QUERY WILL RECUR TO READERS WHEN THEY BUY

The Westinghouse method is similar:

"What Make Is the Motor?" and the scene in a shop shows a salesman and a prospect, looking over motor-equipped appliances for the home. As the motor is the very life of any such appliance, people should certainly be taught themselves to ask the question of the dealer. The copy, as it continues, pleads with men and women to ask the question for their own good.

An advertiser of cigars has hit upon a clever question-headline: "Can you figure this in your head, or do you need pencil and paper?" There's just the suggestion of challenge in this—a sting to it, that would make any man say: "Sure I can do it in my head. What's the problem?"

Here it is: "If you smoke a two-for-a-quarter cigar and you save five cents on each, how much would you save per week and per year?"

It is very likely that Mr. Jones, who smokes a great deal, will quietly sneak out a pad and pencil and do some figuring. How many cigars *does* he smoke a day, a week, a year? And what saving would this mathematical question represent if reduced to figures?

The Safe-Cabinet Company has a double question of a serious nature to ask the business man:

"If fire destroyed your records, what proof of loss would you have? Have you read these two vital clauses in your fire insurance policy?" We wonder how many men know the clauses mentioned. Yet they appear in every policy of this kind and are extremely important. You must read the body of the text to have them answered.

THIS QUESTION DEMANDS FURTHER READING

Always doing the unusual, the California Redwood Association, in a well-illustrated page, the chief feature of which is a photographic picture of a partially burned and fire-scarred structure, asks the reader the following pertinent question:

"What saved this building?"

The building directly beside it burned to the ground, as the wreckage clearly shows. It is human to want to know what *did* save the other one.

The Redwood copy goes on carefully to explain:

"An explosion in the automobile painting establishment next door resulted in a rapid and hot fire. The reason the apartment house was saved with comparatively little damage was the fact that the Redwood siding was hard

to ignite, slow to burn and the blaze easy to extinguish. Redwood is peculiar in its remarkable resistance to fire. Unlike most woods, it is free from pitch or resin."

It is quite worth while reading down into the text to gain these facts, and they are an impressive argument in favor of Redwood.

U. S. L. Batteries ask a question in the first line of somewhat lengthy copy. "Has that good old battery of yours begun to get balky?" Many automobile owners will nod in the affirmative. But the question will be enough to make them desire to go further into the subject.

"What is a healthy baby worth?"

"What is your hobby?"

"Do you know how many hunters are killed or mauled by lions every year?"

"Does Your Face Feel Fine?"

Questions that invite the reader to answer for himself, and thus become a collaborator in the advertising.

A Johns-Manville page puts the reader in the judge's bench, when it pictures a court-room scene, with lamp, kerosene, matches, waste, etc., as culprits at the bar of justice.

"They Are Up for Arson," is the opening line, "Which one would you sentence heaviest?" Whereupon, it is only natural for the reader to hustle into that piece of copy and make an investigation. He doubtless has an opinion of his own, and he is eager to analyze the problem.

The headline which asks a question makes more sure the reading of the entire advertisement.

Places Account with Burnham & Ferris

The Chemical Toilet Corporation, of Syracuse, N. Y., manufacturer of Perfection Chemical Systems, septic tanks, solvents, etc., has placed its account with Burnham & Ferris, New York.

Joins Reuter's Advertising Agency

F. S. McLintock, formerly with Gernay, Inc., New York, has joined the Reuter Advertising Agency of that city.



Here Is a Market Rich in Prospect

Over twenty thousand farmers are readers of the Indianapolis Star—and the average farm family income is over \$4,000 yearly.

Imagine the possibilities of this market to the National advertiser; twenty thousand farmers with their vast buying power.

Twenty thousand farmers who are readers of a daily newspaper; twenty thousand families, easily a hundred thousand men, women and children, with the Star in nearly all instances their only daily newspaper.

If you would know what they buy, send for the Indianapolis Star's questionnaire, "What the Indiana Farmer does with his money."

And remember, besides the farmer circulation there are 33,971 daily readers of the Star in Indianapolis alone, and a total circulation of 85,000 daily and 100,000 Sunday readers of

The Indianapolis Star

Largest morning and Sunday circulation in Indiana

Eastern Representative—Kelly-Smith Co.,
Marbridge Building, New York.

Western Representative—John Glass,
Peoples Gas Building, Chicago.

THE SHAFFER GROUP

Indianapolis Star
Terre Haute Star Muncie Star
Louisville Herald
Rocky Mountain News Denver Times
Chicago Evening Post

National
Advertising
Convention
At
Indianapolis
June 6th to
June 11th



Let's abolish civil war

WHERE is there a team that moves forward when the horses are pulling in the opposite direction? And how can the newspapers speed ahead when they are pulling against one another?

There has been too much fighting *among* newspapers—too little fighting *for* newspapers! So much so, that when the Associated Advertising Clubs convene in Indianapolis in June, this subject will be thrashed out at one of the Newspaper Departmental “open” sessions, and discussed from the standpoint of the newspaper, advertising agent, manufacturer, etc.

The form of solicitation used by newspapers has been of an intensely competitive type to such an extent that the advertiser making a one paper selection in a town is not infrequently given the impression by competing representatives that he is practically throwing his money away.

Now why should this destructive course of solicitation be pursued—a course most detrimental to newspaper advertising and the newspapers themselves! Suppose a campaign is given to one newspaper and denied another—wouldn't the representative of the less favored paper make a more lasting impression, and, figuratively speaking, leave a better taste in the mouth of the manufacturer, by concluding his interview with something like this: “I am sorry, Mr. So-and-So, that you are not coming into our paper. You have adopted the right method, however, and selected a very good medium, but I feel certain that you will sooner or later find that you want our circulation. When that time comes we will be very glad to serve and render you all the assistance possible.”

And while we are about it let's present a clean, high grade competition to other forms of advertising! Instead of criticizing the great period-



among Newspapers

cals for hogging, as some of us put it, whole appropriations, let's take our hats off, for example, to the real sportsman at the head of a great publishing house, who is said to keep an organization of thirty men at work in Chicago alone developing business in that territory. Far from criticizing, let us thank him for stirring up prospects, for bringing the advertisers out into the open and for making them better marks at which newspaper solicitation can shoot.

If only the newspapers were organized as strongly to help one another as they are to fight one another, there would be more newspaper advertising! And if only the newspaper men awake to the fullest realization of this fact, and leave the convention resolved to eradicate this hostile spirit—to co-operate and pull together—and to prove conclusively to the manufacturer the AMAZING CONSTRUCTIVENESS and PRODUCTIVENESS of national campaigns through newspapers, it will not be long before the advantages of this strategic form of advertising would be recognized and the newspapers used almost universally as the GREAT NATIONAL MEDIUM.

Right in Indianapolis, for example, newspaper men, co-ordinating their salesmanship, have a wonderful constructive opportunity! If all of us become so sold on the great scope of our proposition that we forget our inter-paper antagonism, we could probably sell the big industry of Indianapolis as it shows up in national advertising—that is, the automobile industry—and convert some, if not all, of the great firms pictured above from only partial to full believers in newspaper advertising, rating newspapers as their primary national advertising medium.

The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

I have a web

Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Advertising Agents Not "Personal Service" Corporations, Says Uncle Sam

Employment of Capital Distinguishes Agents from Doctors and Lawyers in Eyes of the Law

Special Washington Correspondence

A REPORT current in advertising circles that the Internal Revenue Commissioner had agreed to classify certain advertising agents as coming under the classification of Personal Service Corporations, as far as the payment of their income tax is concerned, is stated at the offices of the Commissioner of Internal Revenue in the Treasury Department at Washington to be without foundation.

It is also said that not only has no such decision been rendered, but that it is not possible for any such decision to be rendered, as all such cases are considered on their individual merits and not according to any general classification. It is quite true that some advertising agents are "personal service" renderers within the meaning of the law and that others are not. The distinction comes in the fact that some do and some do not employ capital in the conduct of their business.

A doctor, with an equipment consisting of an automobile, a thousand dollars worth of surgical instruments and a black bag is not considered to employ "capital" in his rendition of "personal service." The patent medicine manufacturer who employs people to compound, mix, bottle and wrap his nostrum, and who sells it in wholesale lots, giving credit to purchasers, does employ capital, although from the medical standpoint both render "medical" and therefore "personal service."

A lawyer may have an investment in his office and library, but sells service, not anything expressible in terms of dollars. An advertising agent who sells only his personal services, without employing others or giving credits

which involve the use of capital, can escape the excess profit law under "personal service" exemptions, but he who employs people to work for him, buys or sells printed matter or literature, contracts for space and extends to customers credit by which such charges are settled on a time basis, is employing capital and cannot be classified as rendering "personal service."

BILLS THAT WOULD GIVE LEEWAY IN INTERPRETATION

Two recent bills introduced into Congress have been favorably reported to the Committee on Ways and Means, both of which modify the personal service provisions of the income tax law, giving the Collector of Internal Revenue a little more leeway in determining who does and who does not come within the provision designed to prevent taxes on capital and profits being laid against brains and service. But it is pointed out at the office of the Commissioner of Internal Revenue that there are dozens of such bills introduced all the time, most of which find their way to the Commissioner for examination and report and that the vast majority are simply pigeonholed in congressional committee as a result of such reports.

If the law was to be amended or changed at the instance of every well-meaning but often ill-informed Congressman, American business would have no surety of what the income tax law really means (space is reserved here for the chorus which will say that American business is not at all sure now what it all means!), and therefore amending legislation is undertaken by Congress as a whole but warily and only after very full investigation and report.

FICTION

The
Undying
Flame

The Immortality of Fiction

The altar of the undying fire in a Grecian temple was the symbol of immortality. Kindled at this flame the light of every soul burns upward. We come and go. The fire itself is unquenchable.

In the fields of fiction the intellects of our race have planted the ever blooming roses of fancy.

Men come and go, but the tales of the story-teller are the undying fires that light the way.

Fielding, Defoe, Scott, Dickens, Thackeray, Balzac and Hugo; here are the imperishable possessions of the civilized world. Out of the many mansions of these minds has passed a procession of men and women who, for all time, will enrich the romance, deepen the joy, swell the laughter and lessen the pain of us all.

The
ALL-FICTION FIELD

Fiction Perpetuates Advertising

The practical import of this truth is the outstanding fact that the life of an advertisement in an All-Fiction magazine is as enduring as the magazine itself. Every copy is destined to pass through countless hands because fiction is not subject to the vicissitudes of time.

"Age cannot wither her, nor custom stale her infinite variety."

It's a common occurrence for those of us on All-Fiction Field to learn of advertisements in Fiction magazines still producing inquiries three, five, even ten years after their first appearance.

As long as ink and paper hold together, your advertisement will serve as either the prologue or the epilogue to a tale which will be a joy forever.

The
ALL-FICTION FIELD

The All-Fiction Field

COMPRISING

Adventure	Short Stories
Ainslee's	Smith's
All-Story	The Argosy
Detective Story	The Popular
People's	Top-Notch

PUBLISHED BY

Doubleday, Page & Co.	The Ridgway Company
The Frank A. Munsey Company	Street & Smith Corporation

MEMBERS A B C

Are you
Advertising
With the
Quick or
The Dead?

The Public's Right to Service

Manufacturers of Cleveland Put It First in New Community Labor Policy

By Roy Dickinson

THE influence of the viewpoint of advertising men is clearly shown in the significant labor relations policy, recently announced by the Cleveland Chamber of Commerce. The name and trademark of the product to be sold is always a very important thing in a sales campaign, and the commerce body changed the name of its product when it started. The term "collective bargaining" had been so badly advertised after the round-table industrial conferences at Washington that it seemed a rock upon which any community or national attempt at points of agreement would fail. The Cleveland Chamber of Commerce renamed the product. It was called "Representative Negotiation."

When a community sets out to adopt a labor platform suitable to all the various elements in that community, proper understanding of the product is essential, and Representative Negotiation has been thus defined:

"Proper industrial relations are promoted by practical means of communication and negotiation between an employer and his employees. Where the channel of communication existing between an employer and the individual employee does not offer employees suitable means of negotiation with their employer the employer should seek to establish mutually satisfactory means. For this purpose representative negotiation is advocated.

"Representative negotiation is that form of collective bargaining which provides for negotiation between an employer and duly accredited representatives of his employees regarding hours, wages, and all other matters properly affecting their relationship. Employees' representatives should be duly accredited, should be chosen by the employees from among their own number, unless otherwise agreed by employer and em-

ployee, and be empowered by the employees to negotiate for them. Such negotiation should be under control of the parties immediately concerned.

"When employees of any establishment desire to do so they should have the option of choosing, without restriction on the part of the employer, a competent adviser or advocate to meet with representatives chosen by and from among the employees in negotiations with their employer. Representatives of employees selected by and from among their own number should be assured that no discrimination will be made against them by their employer because of anything said or done in their representative capacity.

"In those industries where an establishment cannot practically be the unit of representative negotiation, the principle of representative negotiation between a group of employers and groups of employees is advocated. Under such conditions it is essential that the principles of this document be applied wherever practicable.

"Nothing herein is intended to abrogate the right of an individual employee to negotiate directly with his employer.

"Employers and employees should uphold in their integrity all arbitration awards or agreements entered into between them."

THE PUBLIC MUST BE SERVED

It will be noted that by this term and its explanation the Cleveland Chamber of Commerce has circulated the difficulties upon which the first industrial conference at Washington broke, and suggests making use of organizations as they exist or making ones where they do not now exist.

The employees' right to strike and the employer's right to lock out his employees are both sec-

ondary to the public's right to service. The influence of advertising manufacturers, such as Richard A. Feiss, S. H. Halle, H. C. Osborn, president of the American Multigraph Sales Company; Alexander Printz, of Clothcraft, Inc., and Thomas B. Wright, of the American Multigraph Sales Company, can be seen in the above declaration. A manufacturer has long realized that for his business to succeed he must depend in the last analysis upon the good will and co-operation of the public to whom he sells. The above-mentioned manufacturers are members of the Committee on Labor Relations of the Chamber of Commerce, of which Warren S. Stone, Chief of the Locomotive Engineers, is also a member.

CLEVELAND'S POLICY FORMULATED

The Committee first sold its declaration of principles to the city of Cleveland as any other product would be sold, and then placed itself on record as being willing to act, on request, as arbitrator or as a board of investigation for the information of the public when labor disputes arise. It, moreover, announced that under these circumstances the findings of the committee will be based upon the series of principles above stated. These principles include, in addition to the ones mentioned, the suggestion to employers to take the workers into their confidence and to place before employees financial and other information concerning their enterprises. It opposes compulsion by either employer or employee to maintain a closed union or non-union shop, but recognizes the possibility of a mutual agreement of this character. On production the policy states: "Public interest requires increasing production as a prime factor in reducing commodity prices. Profits, wages, hours and working conditions should be regulated by this requirement.

"Employees should not, therefore, intentionally restrict individual output to create an artifi-

cial scarcity of labor as a means of increasing wages or continuity of employment, or of equalizing the productivity and wages of workers having different degrees of skill and ability. Employees should also recognize the duty of the employer to adopt new and improved machinery and methods with a view to increasing efficiency, thereby lowering the cost of production.

"Employers should not intentionally restrict production to create an artificial scarcity of the product in order to increase prices, or put into practice production methods that prove hurtful to the health, future productivity or welfare of the employees. They should not reduce piece-rate prices when and because through an employee's increased skill they may have become highly profitable to him. The public interest requires reduced production costs obtainable through fair revision of piece rates when improved methods and facilities are furnished by an employer.

"Employers should so adjust their production programme as to afford the maximum continuity of employment for their employees consistent with efficient business methods. They should recognize that their duty is to produce the largest output at the smallest cost to the public, consistent with due regard to the welfare, economic advancement and productive capacity of the worker.

"The value of industrial training as a means of increasing production is recognized. Such training should be encouraged by employers and employees.

"While the law of supply and demand in relation to all classes of employment must inevitably influence wage rates, in fixing rates of wages for both men and women the following factors should be taken into consideration: Cost of living, Opportunity to advance standard of living, Savings, Loyalty, Productivity—quality and quantity, Initiative and individual skill, Nature and hazard of the work, Importance

HIGHLY CONCENTRATED CITY CIRCULATION

IN NEW ORLEANS

The leading commercial center of the South—the second port of the U.S. A cosmopolitan city—a highly active buying and selling market—responsive to advertising.

Suburban New Orleans is too limited—too scattered to reach economically. Concentrate on city circulation. Advertise in the States. You will get more prompt returns at a lower cost.

Want More Information
We'll Gladly Furnish It.

WRITE



ADVERTISING DIRECTOR

New Orleans STATES

EVENING

SUNDAY

of the work performed, Punctuality and steadiness, Continuity of employment.

"Where possible, incentives and opportunities should be offered to employees to increase their earning capacity.

"As a general principle, a woman employee performing work customarily done by a man, with equal production, should receive the same rate of pay, but this principle must be qualified by the fact that the costs of maintenance, overhead, supervision and turnover are generally higher in the case of women than of men.

"Hours of work should be fixed at a point consistent with the physical well-being of the worker, providing him adequate time for leisure, rest, recreation, home life and self-development and consistent with the public's economic requirements.

"The fact is recognized that in many industries and establishments the basic eight-hour day, or a weekly equivalent, has been adopted as standard.

"Overtime work should be discouraged. Where the nature of the work is such as to require employees to work beyond the established hours they should receive an extra rate of compensation for such overtime.

"One day's rest in seven, preferably Sunday, should be provided. Saturday half-holiday should be encouraged."

The Chamber of Commerce of Cleveland, with the co-operation of certain men who are representatives of the workers' interest, has thus enunciated a policy which is to be the guide in actual practice. PRINTERS' INK, which has preached editorially for over a year the adoption of a plan whereby points of agreement could be emphasized instead of points of disagreement, and thus be made the basis for actual work, is glad to give publicity to this effort on the part of the city of Cleveland. The Declaration of Principles could well be made the guiding force in many another community and the advertising interest in that community as rep-

resenting the public and knowing the public state of mind, is in a position to get behind such a declaration of principles in every community in America and push them to the conclusion of actual practice.

There is no reason that basic ideas, founded upon experience, cannot be sold to the public as well as any other article of merchandise, and here is a manufactured product ready to be sold to a waiting audience.

Two Million Gillette Razors Sold in 1919

The Gillette Safety Razor Company estimates that there are to-day in active use at least 20,000,000 of its razors. If each user purchases two and a half dozen blades a year, it will be seen that the minimum present demand is about equal to the company's present maximum manufacturing output. The 2,000,000 razors sold in 1919 should mean a demand for about 5,000,000 dozen blades this year, added to all that went before.

Insurance Account With Albert Frank & Co.

The Queen Insurance Company of America has placed its advertising account with the Frank agency. Business papers, to be followed later by national mediums, are being used.

A newspaper campaign to be followed by a campaign in national mediums is now being placed for the Equitable Trust Company, New York, by Albert Frank & Co., New York.

New York Agency Changes Name

The Biow Company, Inc., is the new name of the New York agency formerly called Weil-Biow-Weill, Inc. Officers and corporate members remain as heretofore, the change being in name only.

Represents Three French Publications

J. H. Nivart-Châtelain has been made American representative at New York of three French publications: *La Journée Industrielle*, *Automobilis* and *Produire*.

"Wall Street Journal" Raises Price

The price of the *Wall Street Journal* has been increased to 7 cents. This paper formerly sold for 5 cents.

The
**LARGEST
PAPER
IN THE STATE OF
CONNECTICUT**

The
**HARTFORD
Sunday
COURANT**

**ONLY SUNDAY PAPER
IN HARTFORD—**

**COVERS THE FIELD
THOROUGHLY**

Gilman, Nicoll & Ruthman
REPRESENTATIVES

World Bldg.
New York

Tribune Bldg.
Chicago.



Reaching engineering equipment markets through McGraw-Hill publications

You can pick up a copy of any of the McGraw-Hill publications with the certainty that here is a technical journal that is *covering* its field.

Last year, for example, *Engineering News-Record* was a 3042 page library of current civil engineering and construction information—the equivalent of these ten substantial quarto volumes:

Roads and Highways.....	172 pages
Erection	169 pages
Railways	162 pages
Concrete and Concrete Construction	139 pages
Municipal Work.....	112 pages
General Structures.....	106 pages
Water and Waterworks....	105 pages
Ships and Shipbuilding....	104 pages
Hydraulics	90 pages
Docks and Dredging.....	61 pages

Those figures, of course, do not include the news, the editorials, or the dozens of authoritative articles on administration, motor trucks, industrial layouts and kindred subjects which have all played their parts in rounding out the *News-Record's* field-covering thoroughness.

And the other ten McGraw-Hill publications are delivering the same breadth of service in their respective fields. McGraw-Hill editors make it their business to know what their readers need—and to supply those needs.

It is natural, then, that the men who read their McGraw-Hill publications from cover to cover are men who lead in their respective fields and whose opinions determine purchases. The men who buy engineering materials and equipment are engineers—and McGraw-Hill readers!

The 11 McGraw-Hill Publications

Power
Coal Age
American Machinist
Electrical World
Electrical Merchandising
Journal of Electricity
Electric Railway Journal
Engineering News-Record
Ingenieria Internacional

McGraw-Hill Co., Inc.
Tenth Av
New York

Chemical & Metallurgical Engineering
Engineering & Mining Journal

Say it with pictures!

YOUR booklet is all the better for every good illustration it contains. Children like to "look at pictures," and this is one of the fancies which grown-ups never grow out of. Our advice and suggestions, with our practical assistance in providing drawings and photographs of unusual distinction, are at your disposal.

As a preliminary, we suggest that you ask us to show you samples of what we are doing for others in your line.

Charles Francis Press

461 EIGHTH AVENUE, NEW YORK

Telephone 3210 Greeley

Every Farmer His Own Advertising Man

Benjamin Electric Company Shows Rural Dweller Publicity Advantages of Well-Illuminated Farm

By G. A. Nichols

INTERESTING possibilities for the extension of illuminated outdoor publicity in the country districts are shown in a farm advertising campaign now being carried on by the Benjamin Electric Manufacturing Co.

The extension of good roads is proceeding on such a widespread basis that automobile travel "out in the country" at night is being made possible as never before. Wherever you go in the country during the hours of daylight you see on displays and on the sides of barns selling messages in behalf of national and local advertisers. With electricity in general use on the farm—which the Benjamin company says is only a matter of comparatively few years—the force of this country advertising will be intensified because it can be illuminated as well as that on the highways and byways of the city.

Also, the farmer can do some illuminated advertising in his own behalf. Farm signs are common these days. An electric light over a farm sign will make it work at night.

"We have a forceful talking point here," said P. A. Powers, advertising manager of the Benjamin company. "The idea is so practical that it will appeal to the average farmer at once. If he is near a well-traveled road, he has been approached by advertisers who want to paint signs on his barns or to erect posters on his farm. He can get twice as much for the sign when he can light it up at night and the cost to him will be very little. His electric plant will be working anyway during the early part of the night. It is by no means a costly matter for him to fit up the side of his barn with the right number of elliptical angle reflectors. We will tell him

just how many reflectors he should have for his sign and give him all information as to the mounting heights of the reflectors and the proper distance apart. When he gets this fixed up he will have an illuminated bulletin board that he can get real money for. The returns will go a long way toward paying the expense of his plant."

This illuminated sign idea mentioned by Mr. Powers is of course only one small feature of the present Benjamin campaign designed to interest farmers in a more general use of electricity.

THE COMING DEVELOPMENT IN FARM LIGHTING

The advertising is being addressed to the farmer on the ground that he is a business man and that his farm is the plant whereon he produces the things he sells. Why should he not take a lesson from the manufacturer and equip his farm plant with the things that can conserve his time and energy and tend to make his investment bring the maximum returns?

"If in the early dark hours of the morning a manufacturer wanted a truck or wagon loaded with goods to send to market that day," Mr. Powers said to PRINTERS' INK, "he would not expect his men to stumble around in the dark. He knows this would not be good business because it would be a sinful waste of energy. In a single morning he might lose more than the entire lighting equipment would cost him. Consequently he has lights—plenty of them. He does this strictly as a matter of course.

"Obliging men to stumble around in the dark or to use an oil lantern while doing important work in a factory would be an

utterly ridiculous thing. Yet isn't this exactly what happens on the average farm during the winter months? The point is so clear that we have no difficulty whatever in making the farmer see it. He is quickly and easily sold upon the proposition of installing Benjamin outdoor fixtures over the milk-house door, the barn door or any other place where outdoor work must be done in hours of darkness.

"We have gained some exceptionally good results through urging the farmer to give himself and his men the advantages of being able to see what they all are doing. No matter how well the farm work may be laid out a certain portion of it during some months of the year must be done in darkness. Using this well-known fact as a basis, we show the farmer that he not only needs light but light that is properly directed and distributed so that it may be most effectively used in an economical way."

The Benjamin message to the farmer is contained in an interesting booklet entitled, "Better Electric Lighting on the Farm." This is prepared by the company direct and is supplied to the jobber and retailer in such quantities as may be required.

The plan of preparing and distributing the advertising is of unusual importance right now because it apparently has solved a problem that is worrying many a manufacturer—that of getting the jobber and the dealer to co-operate properly in the use of the manufacturer's advertising.

The full force of this will be seen when the process of distributing electrical goods is considered. First in the distributing plan comes the manufacturers of electrical material. These are associated in a voluntary body. The plan under which they carry on their business may be said to be a gentleman's agreement in its most amplified form.

The manufacturer distributes his goods through the electrical supply jobber, who is really a state or district agent for various makes of electrical goods.

Under the head of dealer can be classified the light and power companies that sell electrical accessories, hardware stores, department stores and others selling this class of merchandise, also the exclusive electric goods store and the contractor-dealer. The contractor-dealer at the outset may have his office under his hat. But he can take hold of a line of goods—Benjamin goods, perhaps—and build himself up to regular dealer proportions. In this he will be aided through credit extension and other practical help with direct application to his particular problem of merchandising.

DISTRIBUTION OF ADVERTISING DOWN THE LINE

The company distributes its advertising matter to the dealers through the jobber just as much as it does its merchandise. In fact the advertising matter has a great deal to do with selling Benjamin goods both to the jobber and to the dealer. At least this was the way with the farm lighting accessories which we are discussing here.

The Benjamin salesman would use the farm lighting book as a practical argument to the jobber as to why he should handle that line of goods. Then as the jobber in turn sells the local dealer the manufacturer will supply through the jobber as many copies of the farm lighting book as the dealer may require thoroughly to circularize his territory. The dealer's name is imprinted prominently on the first page of cover. The book is made to appear as his own in every particular.

This imprint with the advertising prestige it brings the dealer in his other electrical lines makes him receptive to the book. He gladly sends it out. It is specifically an advertisement for Benjamin electrical farm lighting specialties designed to sell the farmer on the benefits of having an electric lighting outfit that produces a clean, safe light, ready at the turn of a switch in every room, closet, bin or path in and out of the farm plant. But it advertises the dealer's general line also indi-

NEW YORK
Theatre Pro-
grams. The medium
that combines quantity
and quality circula-
tion with concentra-
tion in the world's
richest market.

The logical—primary
—medium for most
products in New York.

*Over a million and a half a month
concentrated on the best people in
New York—The largest volume of
class circulation in the world.*

New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO
406 Tower Bldg.

BOSTON
Little Bldg.

SAN FRANCISCO
Crocker Bldg.

rectly. It makes possible the sale of electric irons, washing machines and other accessories that the farm women will insist on having just as soon as current on the farm is available. If the dealer sells a farm lighting outfit through one of these booklets, he is going to open the market for many other things.

Thus the manufacturer is happily situated from an advertising standpoint. The farm market being practically untouched, his advertising is welcomed by the jobber and retailer because it is the thin edge of the wedge that can enable them to get into the rich field. And with the advertising got up in such a way that it is to all intents and purposes the dealer's own, there is every reason in the world why he should push it to the absolute limit.

The individualizing of the advertising also tends to make the orders come where they belong—into the retailer's or contractor's store. The various fixtures are illustrated and described and retail prices given. This causes numerous orders to be sent in to the dealer by mail. When an occasional order happens to stray into the home office of the company, it is sent right back to the jobber if a jobber is available and through him sent on to the local dealer.

NATIONAL COPY NOT PUSHED LOCALLY

"This business of giving the retailer all the glory in the advertising," said Mr. Powers, "is something we long ago found out to be the best policy. A dealer naturally wants to feel that there is a direct hookup with the advertising from which he is going to get a direct benefit. We learned this lesson by experience.

"A while back we got up some car cards advertising the Benjamin two-way plug which we placed at the free disposal of the various public utilities companies selling our products. As a general thing, you may perhaps know, the public utilities company in an average town may own and oper-

ate the local street car system as well as supply the gas and electricity. Consequently the car advertising space is at the disposal of the company, if the lease with the car advertising company is so arranged. Our idea was to supply a company with car cards which it could place in its own cars in the space it had reserved for itself. We supplied the plugs and the cards advertising them. The company supplied the space for the advertising and for the selling of the plug. It was a mutually beneficial proposition out of which we both could gain.

"But did the companies respond? Not in any very noticeable way. The outcome was that we had car cards to burn, and that is exactly what happened to most of them. We decided the failure of the idea was due to too much Benjamin. Then we got out a new series of cards advertising the two-way plug in an attractive manner and in each case giving prominence to the local company as the distributor of the plugs. The card took instantly. We were overwhelmed with requests. An old proverb says something about tempering the wind to the shorn lamb. You have to temper advertising to local conditions. When it comes to advertising a product like ours a local car card is most emphatically not the place to advertise from the national angle. The same thing is true in the distribution of our farm lighting books. In each case the advertising has to be localized in a way that will give the dealer what seems on paper to be the lion's share of the benefit. There is no argument at all about this so far as we are concerned.

"Another thing. Our company is constantly extending the number of its products. And of possibilities for expansion there is literally no end. Yet at the same time there are all kinds of electrical specialties and goods that we do not manufacture and perhaps never shall. Are we going to hold back in our advertising or in our plan of dealer development just because we thus may increase



The Grand Rapids
**FURNITURE
 RECORD**

*Retailers and Manufacturers
 Meet to find Trade Friction
 Does \$630,401 in 1200 Item
 Business Romance
 of a Self-made Merchant
 Sells 100 Cabinets in Month*
APRIL - 1920
 PERIODICAL PUBLISHING CO.
 GRAND RAPIDS MICHIGAN

**Member A. B. C.
 Member Associated Business
 Papers.**

for instance- Refrigerators

A few years ago only a very small portion of the yearly sales in refrigerators were made by the home furnisher and furnisher merchant. Today more than 90% of the yearly sales are made by him.

This fact typifies not only a tremendous volume in just one line, but it shows which way the tide is turning. It shows this: that the retailer in furniture and furnishings is growing to dominate the home needs and home comforts markets.

This same retailer sells refrigerators not only in season, when the heat of summer makes the refrigerator a necessity; but out of season, in December and January, when the icicles hang down your window sill, he sells them as well.

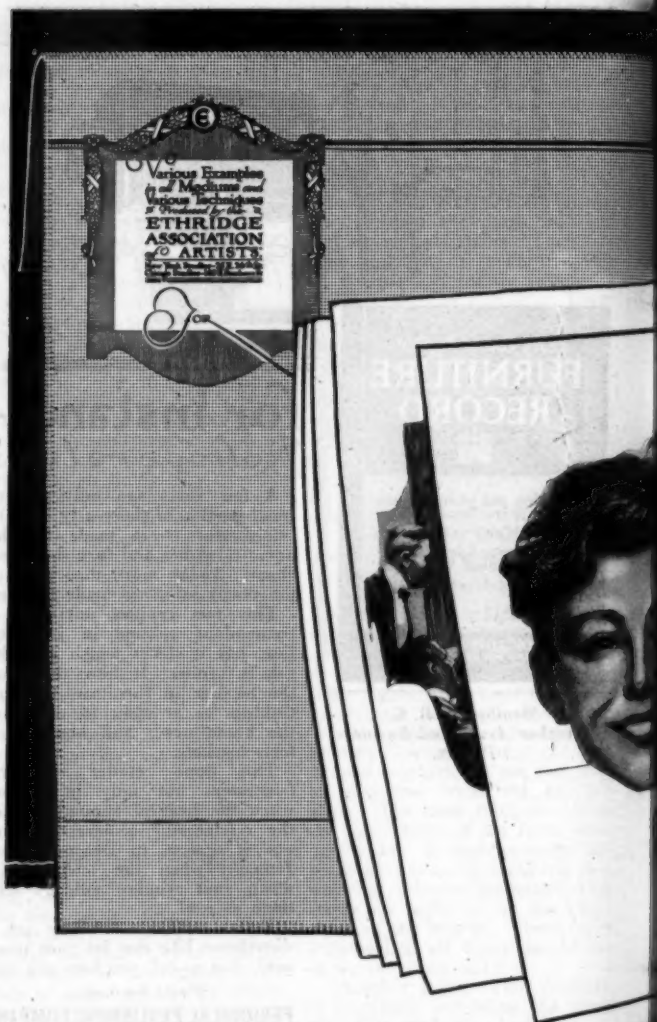
How would you like to get a distributor like that for your product? Let us tell you how you can.

Write for facts.

PERIODICAL PUBLISHING COMPANY
 Grand Rapids Michigan

The Grand Rapids Furniture Record

A paper with true dealer influence



We have printed an interesting Envelope of Techniques by various members of our staff. These proofs, all of the same size, but representing a wide variety of advertising illustrations, individualistic lettering, engraving ideas and decorative treatments, are just right for filing as reference data.

An embellished Japan-paper envelope, containing twelve illustrations will be sent on request, at no cost.

Boyhood at its Best

Everywhere, now, you see him—the "Pencil" of Advertising. It is the Renaissance of Boyhood. For Boyhood looks, bicycles, American-made Toys, play-geared clothing of all kinds, in fact a most prolific and diversified line of merchandise, the Boy plays an energetic part. But there's no compromise possible in depicting him: he must be drawn with infinite care and understanding. We have, here in our studios, a number of Booth Tarkingtons of the pencil and brush.

The ETHRIDGE
Association of Artists.
 New York Studios
 13-15 E. 26th Street

Chicago Studios
 140 N. Dearborn St.



EthrIDGE Association of Artists

New York Studios
 East 26th Street

Chicago Studios
 140 N. Dearborn St.

the sales of these goods in which we are not interested? To do so would be a decidedly short-sighted policy on our part. We sell more goods when the local dealer prospers best. The local dealer is living up to his opportunities in a decidedly indifferent way when he does not make the sale of one line of goods help him sell others. This is the way many an electrical contractor has built himself up into a good business. A jobber can start a man out selling farm lighting outfits. The first thing you know the contractor has built up a business in the general accessories line. This is natural and just the way we want it. If we can help him sell the farmer some Benjamin moisture and dust-proof fixtures for use in the feed barn or the hayloft, why should it worry us if, as an outcome of our efforts, he sells the farmer's wife some other electrical appliance that we do not handle?"

For the present the Benjamin advertising campaign to the farmer will be confined to the distribution of direct advertising matter through the jobber and dealer. Later this localized advertising to the farmer probably will be supplemented by some general advertising in the farm press. The thing is taking hold in the best of shape. Its possibilities of expansion are almost limitless so far as sales are concerned. The only drag will come through inability to manufacture enough goods to supply the demand.

But if inability to supply demand was the only thing Benjamin had to consider, all the advertising in the farm field and in others which the company is now doing could be shut off. Benjamin has been oversold for so long that it would hardly know how to act were conditions otherwise. It does not need a bit of this business that it is getting from its farm advertising. Without this it has more orders than it possibly can fill.

"The thing we are looking at, though," said Mr. Powers, "is the future. This farm field in itself is something amazing. We have started this big thing in a way that will give us full vent to our

manufacturing activities for a long time to come. And the advertising we are doing to the farmer to-day will bring us the best cumulative value two years and five years from now."

Mr. Powers sees only one possible limit to the advance in the manufacturing, advertising and selling of electrical appliances. This is the seemingly inevitable time when the production of electrical current will have reached its absolute maximum. As appliances and other electrical goods multiply more current must be manufactured.

What will happen when this maximum has been reached and when, unless other methods are employed, the production thereafter must be on a constantly descending scale?

These are questions the average business man doubtless has not thought of. Yet they are causing the utmost concern to the electrical world.

While visiting the Westinghouse Electric & Manufacturing Company in East Pittsburgh recently, I learned from officials of that concern that earnest experimenting was being done in an effort to produce electricity without first making steam. Theoretically the thing can be done, but not as yet in a practical or commercial way.

Mr. Powers thinks the crisis will come in fifteen or perhaps ten years from now. Then if the scientists have succeeded in working the thing through—as they probably will—electrical current, the experts say, ought to be less expensive than at any time since Benjamin Franklin flew his famous kite.

When that period arrives won't the electrical manufacturers have a merry time in cashing in on the cumulative effect of the advertising they are doing now! The difficulty they have now in the way of keeping the supply up within hailing distance of the demand will be like a game of marbles as compared with what they will be up against then.

"But let it come," says Mr. Powers. "It is always better to be oversold than undersold."



WE learn something every day—almost. Usually from advertising men. Once in a while we can tell them something—the oldest hands in the game. Save them money, time, trouble. Do things for them they didn't know could be done. We like this. We like to work *with* people—not just *for* them.

Partridge & Anderson Company

Electrotypes • Mats • Stereotypes

714 Federal St., Chicago





The Warning Signal Man Is a National Figure

ADVERTISING which renders a service to the public is worthy of public approval.

That is the reason why the famous warning signal man of the Hood Rubber Products Co. is welcome wherever he stands.

He's a great big—pleasing—traffic officer, on duty where motorists ride.

—And he is one of the figures which represents the creative ability of our organization.

Outdoor Advertising Everywhere

The O J Gude Co., N.Y.

550 West 57th St.
New York City

Peoples Gas Bldg.
Chicago, Illinois

Philadelphia

Cincinnati

St. Louis

Atlanta

Richmond

A VITALIZED SALES FIELD

Intensive editorial effort, together with special development work, has created here a very fertile field for the advertiser of equipment for THE MOTORIZED FARM.



SALES AND ADVERTISING HELPS

Get them—they are prepared for you and will be sent on request if you are interested in any of the following:

**Automobiles
Motor Trucks**

**Tractors
Accessories**

**Motor Fuels
Lubricants**

Power Farming in all its phases is highly developed here in the Northwest.

Make a try-out campaign in

THE  FARMER

and then branch out. Let us help you get started now. At least write us for the above books. You will find them helpful.

THE  FARMER

A Journal of Agriculture

WEBB PUBLISHING COMPANY

Western Representative
STANDARD FARM PAPERS, INC.

1341-45 Conway Bldg.
CHICAGO



Eastern Representative
WALLACE C. RICHARDSON, INC.

381 Fourth Avenue
NEW YORK

MEMBER AUDIT BUREAU OF CIRCULATIONS

Giving the Consumer a Voice in Price Determination

The Adoption of This Policy by Pittsburgh Milk Dealers Leads to a Consumer Advertising Campaign on Behalf of Milk Interests

By Albert E. Haase

THE advocacy of any plan whereby the consumer would have a voice in determining the price of a commodity is usually received with some fear and trepidation. Business heavily discounts the intelligence of the consumer.

Advertising campaigns—such as the campaign of Swift & Company for example—which have as their motive the explaining of house policy, labor conditions and price determining factors—copy that takes the public into the confidence of the industry—are indications of a better appreciation of the business intelligence of the consumer.

A campaign to stimulate the consumption of milk in Pittsburgh which was conducted the latter part of March is a notable result of this confidence-in-the-consumer policy. The dealers and producers serving that district have apparently solved their problem (and the milk problem is always a delicate problem in every city because it deals with a commodity vitally essential in every home) by taking the public frankly into their confidence.

Some time ago the Pittsburgh dealers and producers adopted the policy of adjusting prices from month to month in open meeting which not only the dairy interests but also newspaper reporters, club women and any others who were interested were urged to attend.

In this way the women of Pittsburgh came to understand intelligently and clearly the factors which contribute to the cost of producing and distributing milk. They learned that production is not uniform the year round because cows give more milk in the spring and summer than they do in the fall and winter. And they

came to a realization of the very obvious fact that prices must necessarily be higher in winter than in summer for the simple reason that winter is the season of scant supply and difficult producing and distributing conditions. They learned that price advances were always reflected in decreased consumption.

In December of last year the burden of producing milk was particularly heavy on the farmers. They came to Pittsburgh the latter part of that month with a clear case showing why they must have more money for their milk during the month of January. It was impossible for the dealers to pay the producers the increase that everyone admitted they should have and at the same time to secure a profit—even a small profit—on the then prevailing price of 16 cents per quart paid by the consumer. The dealers were reluctant to advance the price to the consumer. So they said to the farmers and to the women who were present, "Very well, we will give you the advance you must have for January milk provided you realize that we are doing so at a loss and that when the cost of production eases up and additional milk begins to come in the public will permit us to make up the loss we must take in January before reducing the cost to the consumer."

CIVIC BODIES BACK UP THE CAMPAIGN

The value of this confidence-in-the-public policy of the Pittsburgh milk interests became fully apparent at this meeting. Led by Mrs. Joseph Heckman, president of the Housekeepers League, the women who were present at that meeting—on their own initiative—proceeded at once to inaugurate a

movement which had for its purposes the stimulation and stabilization of the demand for milk. Plans were formulated for an educational campaign to teach the people of Pittsburgh that milk is a valuable food and that at its present price it is relatively cheap.

Miss Helen Grimes, president of the Congress of Women's Clubs of Western Pennsylvania, assumed the chairmanship of the campaign and headed the central executive committee, which consisted of representatives of women's clubs, the Pittsburgh public schools and Pennsylvania State College. Co-operating with this executive committee was a large auxiliary committee in which were included representatives of all the women's clubs, the city of Pittsburgh, Allegheny County, Pennsylvania State College, United States Department of Agriculture, Pittsburgh Board of Public Education, Pittsburgh Chamber of Commerce, and many other civic and commercial bodies.

The significant and outstanding thing in connection with this campaign was the fact that while it was a dairy campaign no one connected with it was identified with the dairy business in any way. It was originated by the women of Pittsburgh and conducted under their direction.

"We started out with a complete conception of the job we were tackling and we organized our publicity committee accordingly," G. B. Martin, president of the Farrar Advertising Co., informed a representative of **PRINTERS' INK**. "Each member of the publicity committee was chairman of a sub-committee in charge of a specified activity. For example: We had a sub-committee on newspaper advertising. Another on exhibits, another on displays, another on posters, etc. Each sub-committee was responsible for its particular task and there was little of the friction and toe tramping that is so common where organizations are thrown together hurriedly."

With the committees formed, the campaign opened with newspaper, street-car cards, and poster

advertising. The copy for this advertising was written to emphasize the value of milk as a food and to stress the fact that since milk is relatively inexpensive the fluctuation of a penny or so on the quart should not influence consumption so greatly as it ordinarily does.

ADVERTISING GAINS ITS POINT

"During the campaign," said Mr. Martin, "we aimed to show the women of Pittsburgh not merely that they should use milk liberally, but also that they could afford to use milk liberally. We had, of course, the point of view of the scientist, which is that milk is a highly important and indispensable food. But we also faced the practical question of milk prices with the utmost frankness."

After the advertising had been started, the various co-operating organizations immediately undertook the work which had been assigned to them. The Department of Agriculture distributed a great number of bulletins which it had prepared on the food value of milk. Fifteen girls—domestic science workers—from Pennsylvania State College covered every public school in Pittsburgh. Small celluloid buttons were distributed in the schools so that practically every school child of Pittsburgh was tagged. Mothers' meetings were addressed. Milk speeches were made before business and civic organizations.

The cost of the campaign was to be borne by the public. The effort to raise the complete expense through public subscription did not meet with entire success. However, an amount more than sufficient to pay the actual overhead costs of conducting the campaign was contributed by the public. The producers and dealers will be called upon to make up whatever deficit exists between the amount received from the public and the total cost of the campaign.

While it is still too early to attempt to report on the results of this undertaking, the fact that such a campaign has actually

Greater Circulation at a Higher Cost

Despite the fact that The Sunday Herald and Examiner increased its price in Chicago and suburbs to 10 cents per copy on April 4, 1920, its average circulation for the succeeding seven Sundays shows approximately

61,000 Gain

over the corresponding Sundays of last year, when the paper sold at only 7 cents.

Readers of The Chicago Herald and Examiner want the best and are willing to pay for it. This applies not only to their newspaper but to everything they buy.

*Advertise to them in the
paper they read—The Sunday
HERALD and EXAMINER*

John A. Dickson
General Manager

CHICAGO
HERALD EXAMINER
CHICAGO

The Gateway to the Chicago Market

NEW YORK OFFICE:

Room 802, the Astor Trust Bldg.
Telephone Vanderbilt 1739

DETROIT OFFICE:

Kresge Building
Telephone Cherry 6618

taken place is sufficient evidence that the Pittsburgh milk dealers have the good will of their customers.

Although much credit is given to years of confidence-sharing advertising by the dealers as a big factor in bringing about this condition, yet the policy of the producer and the dealer of playing the game out in the open with all cards on the table is regarded as being directly responsible for the creation of this demonstration of intelligent good will.

The Problem of Wage Adjustment

AMERICAN WRITING PAPER CO.
HOLYOKE, MASS., May 21, 1920.

Editor of PRINTERS' INK:

I have just been reading the article by J. K. Novins on "Paying Cost-of-Living Wages" in your issue of May 13, 1920, and I would like to make a few comments on the method therein outlined.

In the first place, it is a fallacy to assume that the earnings of workers should rise or fall in unison with the prices of commodities. It does not follow that because eggs from July to December go from 50 cents to \$1 per dozen that the wages of the employee should be increased so that he can buy as many dozen of eggs in December as he can in July.

The principle of adjusting wages to the cost-of-living index is this, that the purchasing power of the worker in terms of commodities shall remain constant. While this principle might be applied to a small group of workers, it could not be applied to all workers combined. In other words, the principle would break down if it were applied generally.

If we divide the total production of the United States, and this would include production of all kinds such as cereals, metals, manufactured products, and what not, by the number of people in the United States, the result would be the per capita quantity of commodities to be divided among the population. But if less coal is mined and if less wheat is raised, and if a smaller number of pianos are manufactured; in other words, if production falls, there is no possible system by which the average consumption per individual can be maintained. Under the condition of falling production, the commodity wages of workers must also fall on the average. If, however, production of grain, metal, and all other commodities should increase in this country faster than the population increases, then on the average each person should receive during the year a greater amount of commodities; in other words, under those conditions, commodity wages should rise.

To adjust wages to the cost of living means that the group affected is to be relieved of the burden which falls upon the people during hard times and is not to receive any of the benefits which come in good times from better production due to improved machinery, greater industry and intelligence of the people, or for other reasons. This is obviously unfair and actually could not be the case for the population at large.

If during a period of falling production a certain group of workers receive the same amount of commodities that they received previously in a period of higher production, then there must be some other group which is not only bearing their proportional share of the decrease in production, but is bearing more than its proportional share.

A more equitable method would be that wages should rise and fall, that is commodity wages, not with the cost of living, but with the average per capita production of goods. In periods of declining production commodity wages should fall, and in periods of greater production, commodity wages should rise, on the average.

The fundamental objection, then, to adjusting wages to an index number is that the method cannot be made general in its application. Any benefits which it may confer upon one group is accompanied by a corresponding injury to some other group. The other objection, which is of a less fundamental character, is this: there is, so far as the writer knows, no index number published which measures changes in the cost of living. A working man may buy tea, coffee and sugar, but he does not buy pig iron, steel or copper.

A proper index number on which to base wages, assuming that the system is a desirable one, should deal with retail prices and not wholesale prices, and should include all the commodities which enter into living costs, such as rent, transportation, heating, food, clothing and sundries.

I believe that it is generally conceded by those who have studied the problem that the index numbers published by the U. S. Bureau of Labor are the most scientific American Index Numbers published. However, they deal with wholesale prices and are objectionable on that account as an index of the cost of living.

Furthermore, an index number of commodity prices represents an average for the entire country and might be quite misleading when applied to some particular section of the country. For example, a rise in the price of coal would affect the cost of living more in Massachusetts than it would in Florida.

It is probable that the introduction of this system has worked out fairly well with a number of establishments and that less injustice has been done to the salaried employees on account of the introduction of the system. However, we should not lose sight of the fact that the method is fundamentally unsound.

J. W. SCOVILLE,
Statistician.

When playing Golf—

how sore you are if business intrudes.

When your mind is on business how exasperating it is to have some chatty friend call up on the telephone.

So much depends on the mood.

A person buys a magazine to be entertained or instructed. Your advertisement has to interrupt. You must break through his mood to get your message across.

What a boon it would be if you could advertise in a publication that was read by people only when in a buying mood.

There is no such publication for men, but there is for women. It is a kind of a super-catalogue, consulted by millions of women at counters of dry goods and department stores, and bought by six hundred thousand for home consumption. These women buy the Butterick Quarterlies solely as a shopping guide. They read it when in a buying mood. They welcome the advice in your advertisement. That is why the Butterick Quarterlies are so exceptionally profitable for the advertising of everything bought by women.



The Heart of Baltimore

If you could stop for a minute in the heart of Baltimore's progressive business section you would be thoroughly convinced that Baltimore is one of the liveliest industrial and commercial centers on the Atlantic Coast.

Baltimoreans Don't Say "Newspaper"

You would see, among other handsome structures, a substantial building housing one of the most complete, up-to-the-minute printing plants in America. It is The Sun Building, standing in the center of Baltimore's downtown district. It is the Business Heart of Baltimore.

Here The *Sunpapers* are published daily and Sunday, and from here they are delivered to their thousands of readers — 183,291* daily and 137,500* Sunday.

The Sun Building gives forth the same impression of faith and confidence and good will that is reflected in every issue of The *Sunpapers*. The Sun is typically a Baltimore institution—a part of the city. It is literally true that—

Everything In Baltimore Revolves Around THE SUN

Morning

Evening

Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

*Average Net Paid Circulation, April, 1920.

—They Say “Sunpaper”

BASIC COVER

MADE IN U.S.A.

ALL that the name implies—consistent to the standards and to the traditions of the other Basic Items—

Strength—Uniformity

Beauty of Structure and Finish

Brilliancy of Color

and a price that is also Basic.

BASIC LEDGER

BASIC SAFETY

BASIC BOND

THE WHITAKER PAPER COMPANY

HOME OFFICE: CINCINNATI, OHIO

Divisional Houses—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, Indianapolis, New York, Pittsburgh.

Branch Houses—Birmingham, Columbus, Ohio, Richmond, Va.

Sales Offices—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Washington, D. C.



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Trade-Mark Protection Is Up to You

Legal Action Can Only Confirm and Give Force to Rights Which Have Actually Been Established

By Roy W. Johnson

PERHAPS you may remember the sad experience, related by Kipling, of one Tomlinson, who underwent certain rather searching investigations at the hands of Saint Peter and his Satanic Majesty, with the object of finding something within him which would entitle him to admittance into their respective domains. They found him nothing but a bundle of desires and intentions and second-hand opinions, with never a positive virtue or an original sin to prove that he had any soul worth saving or damning. "Ye have read, ye have heard, ye have thought, good lack, and the tale is yet to run," exclaims the infernal potentate, and then pulls him up short with the scornful demand: "Give answer! What have you *done*?" Which same, my good friends, is exactly what happens to the trade-mark owner who appeals to the courts for protection. And, sad though it be to confess it, his fate in many instances is parallel with that which overtook the gentleman from Berkeley Square.

For alas, it is up to the trade-mark owner to *create and protect his own rights*, and the courts can do no more than to confirm what has already been accomplished. Good intentions count for nothing at all in the face of carelessness or neglect, and the question, "What have you *done*?" tells the whole story. "What did you *mean* to do?" is nowhere.

In other words, the trade-mark owner by his own acts establishes the limits of his rights, and the degree of protection to which he is entitled, and innocence or ignorance is no excuse.

These facts are of immediate and practical importance to every owner of a trade-mark, and particularly to the business man who

is selecting a new trade-mark. For it happens altogether too frequently that the advice and opinions of experts in trade-mark matters are disregarded in favor of some whim or personal preference on the part of the advertiser. The requirements for a good trade-mark seem mere hair-splitting technicalities, such as lawyers are supposed to amuse themselves with, and the "practical man" has very little patience with such matters. Furthermore, infringement is only a possibility of the dim future, and anyway, "if we do get into trouble, we can appeal to the courts." This notion of the courts as a sort of fairy-godmother in trade-mark disputes persists, in spite of all that has been written and said on the subject.

As any trade-mark lawyer can tell you, there are far too many Cinderellas who expect the courts to give them a coach and six in which they may ride away over smooth roads forever.

So a brief discussion of what can, and what cannot, be accomplished by legal process in the protection of trade-marks may serve to emphasize the importance at the start of observing the technical requirements, arbitrary as they may seem.

TRADE-MARK RIGHTS DEPEND ON USE

In the first place it must be clearly understood, that it is by *use* and *use only*, that trade-mark rights of any description can be created. And the nature and extent of any rights which may exist depend absolutely upon the nature and extent of the *use* which has been made of the mark. That is true because the mark in itself is of no value, and can acquire value only as it begins to represent good will. And

as good will cannot begin to be acquired until the mark is made known by use, use is the sole foundation upon which any property rights can be erected.

Now since use is positive and active, it follows that trade-mark rights are established by the past acts of the user, and no court can extend or limit them without reaching into the irrevocable past and changing the whole course of events. All that the court can do is to ascertain as definitely as possible what rights actually exist, and then determine whether or not they are being invaded.

So there you have the force of that stern query: "What have you *done*?" Good intentions, whims, preferences, prejudices are of no importance. You insisted upon adopting a family name trade-mark because it looked good advertising for you? Many other people have rights to that name which you cannot invade, and your right must be limited. You were determined to choose a descriptive name so that you could praise your goods as well as identify them? Very well. But you cannot prevent Bill Jones from praising his goods also, and your rights are valid only so far as they do not conflict with his. In a word, your observance or non-observance of certain conditions, away back in the past somewhere, governs absolutely the relief that you can get from the court in what may well be a very serious situation.

LIMITATIONS OF LAW

Furthermore it must be borne in mind that the power of the courts is limited. You can secure a decree enjoining a certain specified defendant from doing certain specified things. But that has no force against any other offender, nor will it prevent the doing of other things which are not specified and which may be equally harmful to your business. Furthermore, and more important still, the courts have no power whatever over the minds of the people. The Supreme Court of the United States itself cannot control a public habit of thought.

Suppose that in defiance of all precedent, that august tribunal should issue a solemn injunction restraining mankind generally from calling underwear "B V D" except when it was the product of the B V D Company, or from speaking of celluloid except when referring to the product of The Celluloid Company of America! It would have almost as much effect as a Chinese firecracker on the Western Front during the progress of major operations.

As stated above, it is up to the trade-mark owner to create and to protect his own trade-mark rights. The courts can only be expected to confirm the rights which his own acts have created, and to give force to the degree of protection to which those same acts entitle him. They cannot be expected to do for him what he should do for himself, nor to relieve him from the consequences of his own carelessness and neglect.

An ounce or two of forethought is worth a great many tons of injunctions, and it comes at least ten million per cent cheaper.

This is not an argument against legal action for the protection of trade-marks, nor is it an attempt to minimize the service rendered by the courts. Legal action is often unavoidable, even in connection with the clearest and most unassailable trade-marks, and the service rendered by the courts is absolutely indispensable to the safe and orderly conduct of business, as well as for the protection of the public. For so long as men create property worth stealing, there seem to be other men provided who are willing to steal it. And the good will burglar is entitled to no more compunction than the house-breaker who makes off with the silverware.

There is this important difference, however, that while the cop on the block will nab your house-breaker if he sees him at work, nobody will stop the good will burglar unless you do it yourself. Eternal vigilance is the price of protection, and you cannot afford to condone even the apparently insignificant infringer. For a



COLONEL HARDING of the Panama Canal says—
 “American ships are now leading all others in the canal trade—but keep them coming!” And they are coming, from the shipyards, and going—in great numbers all over the world. America’s delayed merchant marine is here to stay.

Permanence of our new means of transporting products of American industries all over the world is doubly assured. The United States now has a great export trade and must maintain it. Secondly, the new class of shipping executives is making good. They are proving their ability to run this big new fleet and to keep it running.

Engaged in a new field, these executives look for assistance from authoritative sources—and MARINE REVIEW is placing at their disposal the exact information wanted. Why MARINE REVIEW ranks as the leading national marine business paper is shown by editorial plans for one issue—analysis of the government’s ship selling and financing plans, unity of water and land carriers, shipping problems of English and French executives, opportunities for sailing ships, how diesel engines are made—to mention only a few.

The Standard of Editorial Excellence

MARINE REVIEW

MEMBER

Audit Bureau of Circulations—Associated Business Papers, Inc.

Penton Building

Cleveland, U. S. A.

policy of overlooking and condoning insignificant offenses may make it impossible to stop the serious offender when he arrives. The courts have a disquieting doctrine that the man who habitually neglects his rights may thereby forfeit his right to protection, and offenders sometimes use this doctrine as a defense with dire results.

The best advice that can be given is to adopt a trade-mark that is registerable, and to register it at once. You will then be within the technical requirements for a good trade-mark, at least. You will also be assured that no similar mark has been registered prior to your own, and you will have the benefit of Federal Court jurisdiction in any case that may arise. Handle your trade-mark consistently as a trade-mark and not as an advertising device with which you can take liberties. Watch for infringements, and take the first that shows its head to the best lawyer you know. Then be guided by his advice.

Autocar Company Advertises to Credit Men

The Autocar Company, of Ardmore, Pa., in recent newspaper advertising, gave an unusual twist to its copy when it based the appeal on the coming convention of the National Association of Credit Men. The copy was directed to credit men, and after urging all to attend the convention, went on to say that among the things each one could learn would be "why quick transportation is vital to the credit end of business. He will see more clearly how antiquated and inadequate transportation facilities tie up millions of dollars of credit, making it utterly useless to the consignor or the consignee."

"It will become more apparent to such a man that the modern transportation vehicle, the motor truck, delivering the short haul load from store door to store door, saves time, reduces outstanding book accounts and bank loans, and minimizes claims, to say nothing about increasing the number of satisfied customers."

Johnson, Read & Company Have New Account

The Empire Talking Machine Company, Chicago, has placed its advertising account with Johnson, Read & Co., of that city. Newspapers will be used. A national campaign will soon be engaged in.

Bill Continuing Second-Class Mail Rates Commended

The action of the Committee on Post-offices and Post-roads of the House of Representatives in reporting the bill continuing the present second-class mail rates on newspapers until July 1, 1921, was commended at a meeting of the daily newspapers of New York City represented in the Publishers' Association on May 24.

The resolution submitted by Louis Wiley, business manager of the New York Times, reads in part as follows:

"Resolved: That the Publishers' Association of New York City commends the wisdom and justice of the action of the House Committee on Post-offices and Post-roads in reporting the bill continuing the present second-class mail rates on newspapers until July 1, 1921.

"The high price of newsprint paper, the inadequate supply, and the great advance in the cost of all material entering into the manufacture of newspapers, with the increase in labor costs, have created serious financial problems throughout the newspaper industry, with the result that the future outlook is uncertain.

"Daily newspapers of New York City, represented in the Publishers' Association, urge Congress to pass the bill as reported by the committee, leaving undisturbed the present zone postage rates on newspapers. The present zone rates are almost prohibitive to the wide circulation of newspapers. They have resulted in the curtailment of readers through decreased distribution. Nothing is more important to the morale of our country and the maintenance of good government than the habitual reading of daily newspapers by all citizens. Any law that limits, circumscribes or decreases the spread of education and knowledge through the public press is harmful to the best interests of the United States and destructive of the fundamental principles of good citizenship."

New York Advertises Philadelphia as a Port

One of the large export freight contracting organizations of New York is using half-pages in the New York papers to advise New York shippers of the facilities offered by the port of Philadelphia. Details of actual transactions are quoted, emphasizing the promptness with which shipments are dispatched.

Republic of Colombia Publishes Magazine in U. S.

The Colombian Review is the name of a new publication sponsored by the Government Information Bureau of the Republic of Colombia and issued in this country with publication offices in New York. Its purpose is to disseminate information of interest to American exporters regarding Colombia.

CHICAGO

LAKE
MICHIGAN

It Is the Direct Appeal That Counts in Advertising

WHEN you talk to a man about your goods, and tell him where he can buy them in his own, immediate neighborhood, you are using one of the most effective combinations of advertising and merchandising.

You can do this in Daily Newspapers better than in any other medium because the name and address of *Local Dealers* can be printed in every advertisement, and you have ready facilities for repetition and for quick change of copy.

These progressive Daily Newspapers published in a territory which is one of the *Nation's leaders in commercial richness* can be depended on to increase the success of your Indiana sales campaign.

ALEXANDRIA TIMES-TRIBUNE

Lamp chimney and fence factories, paper mills, glass works, etc.

ATTICA TRIBUNE

Manufacturing center of bridges, garments. Steel foundry. Quarries.

BICKNELL NEWS

Agricultural and mining district. Coal mines; brick and tile works.

FRANKFORT CRESCENT NEWS

Manufacturing center and farm region. Clover Leaf R. R. Shops.

NOBLESVILLE LEDGER

Trade center farming region. Lumber, tire factories, iron works.

UNION CITY EAGLE

Manufactures flour, lumber, autos. Agricultural trade center.

WARSAW TIMES

Winona Assembly, lakes, farming. Largest circulation in 25 miles.

GREENCASTLE BANNER

Zinc and cement plants. De Pauw University. Grain, live stock.

GREENSBURG TIMES

Manufactures flour, carriages, lumber, iron castings. Farm district.

HARTFORD CITY TIMES-GAZETTE

Glass interests, paper pulp mills. Agricultural section. Gas, oil.

LEBANON REPORTER

Lumber mills, factories. Farm trade center. Ships grain.

LINTON CITIZEN

Semi-monthly mine payroll \$110,000. Prize corn belt. Coal, cattle.

REPRESENTED BY

AMERICAN PRESS ASSOCIATION

New York

Chicago

Washington

San Francisco

I better paper better printing



S. D. WARREN COMPANY

BOSTON, MASS.



Printing Papers



Judge by the Proof

YOU are gratified when press proof measures up to engraver's proof. But you are no longer astonished by this improvement in your printing. It made a lot of difference when you began to tell the engraver in advance what paper you would specify for a given job, so that he could etch his plates accordingly.

And if you furnish him with a few sheets of the stock to use for proving, you can always make sure before you go to press that the paper is suited to the engravings and engravings to paper.

If success depends on
S. D. WARREN COMPANY
Boston, Mass.

faithful preservation of photographic details, choose Warren's Lustro when you specify your paper. If it depends on refinement of surface for color printing, use Warrentown Coated Book. If you want a dependable, hand-sorted, machine-finished paper which takes halftones of 120-line screen very nicely, use Warren's Cumberland Machine Book.

Whichever of the dozen Warren Standard Printing Papers you select, notify the engraver, furnish him with a few sheets of the paper chosen, and judge by the proof.

Warren's
STANDARD
Printing Papers

A Paper for Every Purpose



Cooperation

In order to obtain the most effective printing results there must be proper relationship between type, plate and paper.

Cooperation with engraver, printer and buyer is desirable from the beginning.

The importance of paper in this preparatory planning is obvious.

Foremost among Lindenmeyr Papers for the purpose we offer for your consideration

Warren Standard Printing Papers

for which we are distributors in the Metropolitan District.

Dependable service at either of our branch houses.

HENRY LINDENMEYR & SONS.

Established 1859

32-34-36 Bleecker Street
New York

OFFICERS

GUSTAVE LINDENMEYR, President
WALTER H. STUART, } Vice-Presidents
JOSEPH H. McCORMICK, }
KENNETH C. KIRTLAND, Secretary
FRITZ LINDENMEYR, Treasurer and
General Manager

BRANCH WAREHOUSES

16-18 Beekman Street,
New York, N. Y.
54-56 Clinton Street,
Newark, N. J.
58-60 Allyn Street
Hartford, Conn.

Getting Advertising Help from Washington

How to Proceed When in Search of Information

ADVERTISERS and advertising agents, take notice: If there is anything in all the world you don't know, the answer is in Washington, D. C.

To be sure, the answers to some more or less abstruse questions take some digging to find. The United States Government has never stood off and looked at itself as in a looking glass, and so has absolutely no idea how big and complicated it is. But the answer is there if you know where to look for it.

For the man with a trade-mark, of course, there is the Patent Office, where such marks are registered. For the man who hasn't a trade-mark but would like one and doesn't know what one, there is the Congressional Library. Few people outside of Washington know what a treasure house of information the great government storehouse of knowledge is, and only those who have tried using the great foreign libraries realize what a triumph of library engineering is the gilded dome on Capitol Hill, where everything you want can be found on a card and brought to you in less than fifteen minutes, whether it is the dozens of works on trade-marks and trade-marking or the latest novel.

The advertiser in need of a new idea can often get it by corresponding with that particular part of the Government which has some relation to his particular product—oh, yes, there is such a department, or if not a department, then a bureau or an office in a department. Do you sell chairs? The Bureau of Forestry knows all there is to know about the wood situation. Do you sell pianos? The Bureau of Standards has something to say to you about tone or tune or standard pitch. Do you manufacture dynamos? The Reclamation Service has use for all sorts of water

power developing machinery and can tell you a lot about how and where power is governmentally developed. Do you want to know how many automobile licenses were issued in Oklahoma in such and such a year? The Bureau of Public Roads knows the answer. Do you buy or sell telephone service and would any information regarding the number, kind and whereabouts of all the telephones in the United States be of service to you? The Census Bureau knows and is guaranteed either to be just about to publish the facts or just to have published them and to be temporarily out of stock.

Whether your line be bees or birds or beasts, men, money or machinery, policies, patents or protection, soldiers' shoes or sealing wax, some part of the Government is busily concerned in finding out all about it, and putting its findings in neat little bulletins or booklets which are either given away or sold for a few cents.

HARD TO FIND, BUT IT'S THERE

It is unfortunate, but true, that many a trustful individual has sat himself down to the trusty typewriter, or stenographed his way through three pages of unbosoming himself of his problems and sent off the letter to Washington with the confident hope of being answered within a week, only to wait and wait, and finally write to PRINTERS' INK or some one with a Washington man who knows the ropes, to get the answer. But the fault, if fault there be, is with the system and lack of knowledge of it possessed by the writer of said letter. He may, for instance, have desired to know how many people were engaged in the metal bed industry and how many plants were manufacturing cribs. Beds, he has argued to himself, are furnishings for

homes and homes are a part of cities and cities are in the interior, wherefore beds and bed questions should go to the Department of the Interior. The mail containing the bed question is duly and promptly opened and whoever gets it sends it to the Chief Clerk, for him to indicate where the answer is to be found. If he is a wise Chief Clerk he probably writes two cryptic initials upon it which mean "Try the Children's Bureau." The Children's Bureau refers it back with some more initials meaning "Try the Bureau of Soils," and from pillar to post the letter goes, all because it was addressed to the Interior Department and not to the Department of Commerce, where the letter would have been sent to the Census Office. Nay, gentle reader, you have not caught us in an error here—we are all well aware that neither Soils nor Children are under the Interior, the former being part of Agriculture and the latter of Labor.

Hence the suggestion that if you don't know where to address your letter, send it to your Congressman and let him worry. Or, if that doesn't appeal to you, send it in duplicate to State, War, Navy, Commerce, Labor, Treasury, Agriculture, Interior, Justice and Post Office and it will probably hit some one somewhere.

Some score or more of years of dealing with a paternal Government filled with extractable information teach the experienced that the average official is dead anxious to give you what you want. But it also instructs that said official has wound and unwound so many miles of red tape that he has become somewhat literal minded. If, therefore, you ask for statistics of metal bed information you will get them; but if you ask for "any statistics of allied industries bearing upon the manufacture of beds," thinking you may learn something of enamel paint and casters, you will either draw a blank or a "statistical abstract of manufacturers in the United States" which needs a mathematician and a translator to be of any service to the common

or garden advertiser. "Be sure you know what you want to know and ask for it in detail" might be considered a good rule in asking any government official for anything.

Don't write to the Secretary of the Treasury to find out how many copper coins were minted last year or the name of the medalist who designed the Roosevelt fifteen-dollar gold piece. In the first place, he doesn't know, and in the second place he wouldn't see the letter if he did. Secretaries are necessary headpieces of all departments, in order that newspapers may have a name as well as a function at which to cast posies or brick bats, but they don't answer advertising questions.

Never make up your mind that the information you want isn't here because you don't light on it first time. For instance, the news print situation will not be found in Forestry, though print paper is made of wood. Just now the Federal Trade Commission will tell you the facts. Also the weather for last, this or next year is not talked about in the best circles in Interior or Commerce or Army or Navy, neither is it the concern of the Coast Guard, the Hydrographic Office, the Naval Observatory nor the Bureau of Lighthouses. Weather belongs to Agriculture, for the same reason astronomy comes under Navy and Public Health under the Treasury, where also is the Coast Guard, God knoweth why.

The United States publishes a number of periodicals, a list of which can be obtained from the Superintendent of Documents. Many of these are technical, but many others are of interest to the general advertisers, such as the "Crop Reporter" and the "Reclamation News."

It is not necessary to depend upon already published material for information. The Government is here to serve the people. In a great many cases special work will be undertaken by various departments for inquirers. Thus, road material will be tested by the Bureau of Standards. Soil

In South America and in Africa

In almost any part of the world where products can be marketed, there are vast stretches of territory where salesmen seldom, if ever, visit.

Catalogues printed in the prospect's native language is an economical means to reach these overseas buyers.

Over 1400 manufacturers and merchants use our service, because they have found from experience that our translations are accurate, dependable, dignified, and bring results.

Send us your English catalogue or circular, and we will furnish you promptly with a complete estimate covering the cost of translating, proofreading, and also printing, if desired.

**AMERICAN EXPORTER
TRANSLATION BUREAU**

17 Battery Place New York City

will be investigated by the Bureau of Soils. Oil information can be had for the asking from the Bureau of Mines. The Bureau of Standards will make almost any tests of anything from an investigation of the amount of power it takes to break a cotton thread to how many tons are required to bust a brick.

There are, if not millions, many hundreds of thousands of photographs available in Washington, which are either free or to be supplied for the bare cost of making them. There is no central bureau of illustration, more's the pity. If you want pictures of pigs, try Agriculture. If you want pictures of trees or forest fires, try Forestry. If you have an urgent need of a photograph of a man learning to swim, Navy probably has it. Individual photograph files are maintained by many Government bureaus, which are accessible to the general public.

Inasmuch as the best advertisement is that which is written with the most complete knowledge, and inasmuch as the United States Government has infinitely more knowledge of almost any subject than is possessed by any one man, it would seem logical to consider it as a great storehouse for advertising ideas, needing only a little time, patience and formulation of question to extract. Advertisers will please take notice and be particular to remember that the address of the present scribe, in case any help is needed in hunting anything up in Washington, is "Igloo Number Eleventeen, Left Hand Iceberg, Behring Sea, North Pole, Earth."

Indian Packing Account with Frank Seaman

The Indian Packing Corporation, packers of "Council" brand meats, Chicago, has put its advertising account in the hands of Frank Seaman, Inc. An extensive newspaper campaign will soon be undertaken.

The Seaman agency has also been recently retained by The Clydesdale Motor Truck Company, "Clydesdale" trucks, Clyde, Ohio, and by the American Tobacco Company, New York, for "Riz la Croix" cigarette papers.

Town Crier Comes Back in Macon, Mo.

The Macon town crier, called back into service by the suspension of the *Macon Chronicle-Herald*, is figuring on getting a bigger bell and planning to keep on the job even after the newspaper resumes publication. Dick McKinney, a negro citizen of Macon these many years, was once in the newspaper business himself. He furnished the power for the *Macon Republican* before a steam engine was put in to make the wheels go 'round.

Dick knows everybody and everybody knows Dick. When he parades around town with his bell and a smile like a slice out of a watermelon the people know that something is going to happen somewhere. He came in mighty handy after the fire which destroyed the newspaper plant. But he didn't realize that opportunity had knocked at his door until he was called upon to march around town with his bell and announce a big lot sale for Saturday. The call came the day after the fire and Dick has been on the job ever since, crying sales, public meetings and movie programmes.

Whether Dick McKinney will keep on the job after the paper resumes is a question. There is no doubt but the town crier excites interest. He is especially valuable on Saturdays when the country people are swarming into town. He catches the public attention. People know that when a man is sent around town to kick up a noise something unusual is going on.—*Kansas City Star*.

Cross & Simmons, Inc., Change Name

The name of Cross & Simmons, Inc., Chicago, has been changed to the Simmons Associates, Inc. The personnel is unchanged, except that John H. Cross, formerly president, becomes vice-president, while H. H. Simmons, formerly secretary and treasurer, becomes president. Three other of the principals of the organization have acquired ownership in the company, and have been elected officers. They are: A. E. Warner, vice-president; Harold L. Brown, secretary, and Paul A. Floria, Jr., treasurer.

Mr. Cross resigned as president to devote a portion of his time to the newly organized company of Cross, Neal & Company, which will specialize in industrial development, management, etc.

G. R. Schaeffer Succeeds Russell A. Brown

George R. Schaeffer has been appointed director of advertising for the retail store of Marshall Field & Company, Chicago. He succeeds Russell A. Brown, now with the Federal Advertising Agency, Inc., New York. Mr. Schaeffer has been advertising manager of Marshall Field & Company, wholesale, during the last two years.

Please Correct Your Records:

Erie, Pa., officially passed the 100,000 population mark. Advertising schedules, therefore, made up and based on a 100,000 population minimum should include Erie, Pa.

U. S. Census Bureau preliminary estimate announced May 21st, 1920, gives Erie, Pa., a population of 102,093.

Erie under the 1910 census was 66,525.

These figures speak for themselves.

Erie Daily Times

(A. B. C. Member)

Paid Circulation 28,194

Average for 6 months ending March 31st, 1920

Line Rate 7c flat. Evenings except Sunday

Check up the A. B. C. figures and you will see to what an astonishing degree the Times actually saturates the territory.

The result is, from an advertising standpoint, larger net profits to the advertiser.

The Times has about 50% more than the combined paid circulation of its two daily competitors and about treble the circulation of either.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago
Kansas City

New York

Atlanta
San Francisco

Keeping a Step

Oklahoma Farmer-Stockman has

"Actual figures not available," has never appeared in Paragraph 10 of an A. B. C. statement of the Oklahoma Farmer-Stockman. Years before the recent decision making it mandatory for publishers to show *where* their circulation goes, the *actual* figures have been supplied *voluntarily*.

F	
12. Show distribution of mail subscribers, individuals based on issue of (date) Dec. 25, 1919	
<small>(Show it be based on same date listed in Paragraph 10)</small>	
On all R. F. D. routes and to Post Office in towns under 1,000	84.37 %
To Post Offices in towns over 1,000 and under 2,500	6.97 %
To Post Offices in towns over 2,500	8.66 %
Actual figures only to be given, if not available, so state TOTAL	100 %
Total mail subscribers, individual for above issue	136271
13. What is the class, industry or field covered by your publication?	General farming,
farm home and country life.	

Analysis of Circulation Methods

Reproduced from Dec. 25, 1919, Farmer-Stockman A. B. C. Statement

Oklahoma Farmer-Stockman circulation promotion is confined to the farm homes. This, with the sworn A. B. C. statement of quantity, has warranted and inspired the confidence of advertisers. The high character of editorial contents and ideal of service have won the friendship of more than 58 per cent of all of the farmers in Oklahoma, who are paid-in-advance subscribers.

ep Ahead of the A.B.C. n has Always Told "Where it Goes"

Oklahoma is carrying a "peak load" of prosperity. With a huge surplus remaining from the record-breaking production of 1919 and ideal growing conditions for the 1920 crop, the farmers are big purchasers of new farm equipment, automobiles, tractors, farm lighting plants, paints, all necessities and more luxuries than ever before.

Now is the time to cultivate this prosperous market. Write for information about Oklahoma for your product.

OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS, *Editor*

EDGAR T. BELL, *Adv. Mgr.*

Oklahoma City

National Representatives:

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City San Francisco Atlanta



REG. U.S. PAT. OFFICE

Are You Acquainted With This Trade Mark?

IF not, you should be. It is to be found on the best mats possible to make. It is our guarantee of a Quality mat—it is your guarantee of a Quality job. Both are indispensable when Quality advertising is at stake. For your own protection, make sure your mats bear this trade mark.

O'FLAHERTY'S PEERLESS MATS

Made by O'FLAHERTY
225 West 39th St. New York

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Changing Prejudice to Good Will

Boston Laundries Get Together for a Campaign—Some of the Unusual Copy

By Henry Burwen

THE advertising campaign which has been conducted for the past six months by the laundry owners in Boston and vicinity is now producing tangible results in a changed attitude on the part of the public, co-operation that enables the laundries to give better service, and a more reasonable attitude in the matter of complaints.

"The public had always looked upon the laundries as a hole in the wall where clothes were mangled, eaten with acids, faded, and lost," said C. M. Benson, who is chairman of the committee of laundry owners behind the proposition. "There was a great deal of prejudice. If the clothes were shrunk it was the laundry's fault. If the colors ran it was likewise; if the table-cloth lost its look of firm dignity, strong waters had been used and spoiled it. We were blamed for almost everything under the sun. There were claims and complaints of all kinds to contend with. Life for the laundryman was a continual harangue.

"Not that we claim the laundries were perfect, or are now; but actually 90 per cent of the things for which we received the blame, and the claim, were not our fault at all.

"There was a group of a dozen or so of the laundries which sincerely felt that with the aid of advertising the public might be educated away from this prejudice; that they might be given an understanding of what really happens with their clothes. We believed that by telling them frankly the problems and difficulties of the laundries, explaining the causes of the things for which they made complaint, better relations might be established.

"At one of our meetings we received a talk from the advertising manager of a large package-

food manufacturer. He told us that his business in the beginning of its advertising career had problems similar to ours to contend with; that the public believed harmful chemicals were used in the yeast and that all sorts of prejudices arising from ignorance were afloat. He told us how advertising had put them in the right light before the public.

"This talk strengthened our previous opinions. Accordingly we got together and have been spending about \$500 a week to tell our story in the newspapers."

WOULD RAISE LAUNDRY STANDARDS

This advertising is not the formal act of any laundrymen's association, but of a group of the larger and more progressive individual laundries who have a common difficulty and realize that advertising points the road out of it. "It is our hope," continued Mr. Benson, "that through the campaign we will raise the standards of the laundries themselves. For the members co-operating in the campaign a high mark has been set. We have told the public in our advertising of our sincere spirit to improve our service and we have to live up to our claims. We believe, too, that the other laundries, because of this publicity, will be inspired to better their methods, their equipment and their spirit, and this will react to the benefit of us all; a greater respect for laundry business as a whole will be inculcated in the public mind.

"We planned this campaign not as a direct bid for business but as a definite appeal for better relations, better feeling, better co-operation."

In line with this thought the advertising commenced with a preliminary newspaper announcement of the intended campaign and its purpose, pointed out the

importance of the laundries to the welfare of the community, frankly confessed that they had some faults, just as frankly stated that the public was not free from blame as well; and that by a series of straight talks they hoped to establish a better understanding of each other's problems. Then they actually invited criticisms and complaints!—invited the public to unload; promised to give careful attention to every communication.

FACTS AND FIGURES

With this introduction, they began to discuss various phases of the difficulties about which the public felt cause to complain. Are laundries robbers? they asked; and then in a series of three advertisements showed the public what prices were being charged by laundries in other cities and suggested that these be compared with the prices paid the local concerns. They answered without quibble definite or implied charges of profiteering with a statement of comparative labor costs in the laundry and other businesses, and quoted the former Secretary of Commerce as asserting that the laundry industry showed the smallest return on capital invested of a number of industries which had been investigated.

From this they proceeded to details as to methods. They followed the bundle through from its collection. They pointed out the lost time and consequently increased expense to the public through making drivers wait at the homes when bundles were not ready previous to call. They explained what happened when the clothes were jammed into a pillow case and then the driver dropped another heavier bundle atop it. "Of course," they naively confessed, "the driver should not have thrown the heavier bundle so carelessly. Neither should the woman have jammed her clothes into a pillow case. Both must share the blame." The importance of careful packing by the customer was pointed out.

The method of marking goods

and keeping track of them was then taken up and it was suggested that the public be not harsh if an article was found missing. Prompt return of any articles found over was urged, explaining that the laundryman frequently delayed adjustment because he hoped that by waiting the missing article would turn up in some customer's hands, which explanation was softened by the statement that "this hope is based on his knowledge that the public is honest."

EXPLAINS SUPERIORITY OF LAUNDRY OVER HOME "WASH-DAY"

The various ads following covered the methods of handling different kinds of fabrics, of washing each separately by methods suitable to its nature; explained the scientific facilities at the laundryman's disposal through the laundry fellowship at Mellon Institute to demonstrate that laundering was not the mangling proposition the public believed it was. Then they went into discussions of the nature of different materials and what happened to them when washed, offering at the same time suggestions leading to economy in purchasing. Towels, bedspreads, table-cloths, sheets, pillow cases, were some of the articles discussed. Typical is the following:

"How can you select table-cloths that will not break along the edges?

"Buy those with selvages about half an inch in width.

"If they are narrower than this they are apt to give way, regardless of quality, due to unequal tension in weaving.

"Another point:

"Some manufacturers load table-cloths with too much sizing to cover up the cheap quality and loose weave. This is what gives the cloth the smooth and heavy 'feel.'

"But when the cloth is washed the first time (at home or in the laundry, it does not matter which) the true nature of the fabric is revealed.

"Chemicals have ruined my table-cloths,' complains the house-

There is always something bigger and better waiting to be done—even in advertising. See what Bundscho has done with type, for instance. So take heart—human achievement never exhausts itself. You've a lot up your sleeve.



J. M. BUNDSCO, Advertising Typographer
58 East Washington Street
CHICAGO

wife. The purest spring water would have had exactly the same effect if that cloth had been washed by the owner herself.

"For your own protection, therefore, buy cloths with wide selvages, and be sure you are buying cloth that is honest and not filled with sizing which only adds weight and gives a glossy appearance, but which disappears in the first washing."

Following this they went into an everyday discussion of the natures of cotton, wool and silk; showed the difficulties of laundering articles made of a combination of these fabrics, explaining at the same time that the difficulties existed also when washing in the home; told about the dye situation; and in a following ad, concerning the subject of cheap and loaded silks, said:

"For years the Laundry Owners National Association has been trying to get a law passed compelling manufacturers to tell the amount of pure silk in all fabrics sold. They have been unsuccessful. You, therefore, are denied the protection you need.

"You should know that tin crystals will cut the fibres when the loaded silk is washed—whether the public laundry washes it, or whether you do it at home. Such silk will cut or crack without being washed at all. You may have experienced this in having your silk umbrella split.

"The materials used in loading also wash out and as a consequence your dress, waist, skirt or stocking looks flimsy. 'You've taken the life out of my waist,' is a common complaint. You see it cannot be helped.

"What is said here should not prevent you from buying silk goods. It should, however, make clear to you why you cannot expect long service from a fabric that has in itself the materials which help to destroy it.

"This is why the laundries cannot assume any responsibility in handling silk goods."

And the men were not forgotten. From many of the replies, inquiries and complaints which the advertisements de-

veloped, it was found that the male portion of the population was interestedly following the series. So they were told why the laundries appear to leave the dirt on the edges of soft cuffs.

A MISTAKEN IDEA EXPLODED

Perhaps the most widespread of all the prejudicial beliefs about the laundries is that they use strong acids and bleaches which eat out the fabric. These laundrymen, believing as they did that the best way to remove a prejudice is to explain it away rather than to argue about it, acknowledged that they did use Javelle water, which it was stated was used by surgeons as an antiseptic to pour on wounds and was known in hospitals as a salt solution. What better way of demonstrating its harmlessness? "You may judge of its mildness as a bleaching agent when you learn you can send an unbleached sheet to the laundry every week for six months before you can notice any whitening effect. The manufacturer of sheets uses a bleach so powerful that it whitens the sheet in one operation."

The advertising started out in size 140 lines deep by three columns wide. When it was felt from the letters and other reactions that the public was beginning to take serious notice, it was dropped to about half this size, using a smaller type. "We found, however," said Mr. Benson, "that the public continued to read them, judging by the letters, comments, criticisms and similar indications. Their interest had been aroused. A curious fact was we found a number of big business men were following them—bankers and executives. It put the laundry business in a new light in their eyes, gave them a higher respect for it."

A consistent schedule has been followed from the beginning, running the advertisement each day in the week in a different paper, so that there is an insertion in each city newspaper once a week.

"We believe," Mr. Benson stated, "that we are accomplishing

(Continued on page 105)

WHENEVER good advertising men get together to discuss good advertising, like they are doing at the Indianapolis Convention, it creates a desire to know more about the good newspapers of the country. We'll be glad to tell you all about

**THE
PHILADELPHIA
RECORD**

Always Reliable

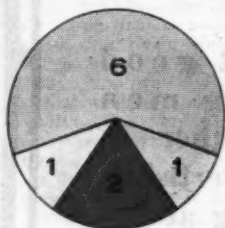
Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
Peoples Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

The Bigness of the



Four out of ten Americans are gainfully employed. One works at farming, another is in the hand trades, or a public, professional, or domestic occupation. The other two, representing 20,000,000 workers are employed by Business Men.



TO keep the machinery of business turning, Business Men employ 20,000,000 workers. Business supports more than half our population.

And to keep this 20,000,000 man-power profitably employed, Business Men buy mountains of materials, millions of acres of floor space, and immeasurable quantities of equipment.

It is this buying power of Business Men that constitutes the Business Market.

What they buy for business and for themselves, makes the Business Market the *greatest* market. It demands every kind of saleable commodity—in vast amount.

...

BUT when counting *customers* in the Business Market remember this: Even 20,000,000 manpower can make but 200,000 concerns of 100 manpower each.

SYSTEM, the Magazine of Business, is rapidly covering this whole Business Market.

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THE MAGAZINE OF BUSINESS

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Business Market

YOU have felt the new spirit of "go ahead—carefully" in your own business.

The old headlong spirit of gambling on the present is dead. The new spirit is our great assurance of prosperity. Everywhere men are seeking the best methods—are considering, investigating, reading.

This new interest in the literature of business is the cause of **SYSTEM's** rapid growth to a Quarter Million circulation of active business men.

For **SYSTEM** has discovered no new distribution method. It continues to use its conservative circulation methods—uses them better perhaps, advertises more, improves its copy, and improves the magazine.

IF you have not observed why "The Magazine of Business" is covering the Business Market so rapidly it is easy to determine the reason.

This test will please you: Read a copy of **SYSTEM** yourself.

**RAPIDLY COVER-
ING THE WHOLE
BUSINESS MARKET**



When counting customers in the Business Market remember this: Even 20,000,000 workers can make but 400,000 concerns of 100 workers each.





For A Manufacturer of Belting

Your market *may* be oversold—

But you can never be oversold on the confidence of your buying public.

This is the psychological moment to cultivate that confidence to the nth degree by advertising the quality of your product *and* the integrity of your business.

Under the direction of Francis Juraschek, an engineering specialist with a background of broad advertising experience, the Technical Department of Hanff-Metzger, Inc., is prepared to plan and execute forceful, convincing copy, place it in media selected on the basis of logical circulation analysis, and to perform all the various functions of merchandising and advertising counsel for any manufacturer of engineering products.

Francis Juraschek, Technical Department

Hanff-Metzger, Inc.

Advertising Agents

95 Madison Avenue,

New York City

the things we set out to do; to change the public attitude toward the laundries. We notice a different spirit. Customers are more reasonable in their complaints; they pack their bundles better. We have received letters indicating similar effects from smaller laundries who are not co-operating in the campaign. Business has increased, although we do not necessarily attribute this to the advertising. We did not aim for a direct increase in business. In the last few weeks, however, we have intensified the advertising a bit, and while continuing the same policy as before, have combined with it some selling arguments and direct appeal.

"We are now listing the names of the individual laundries behind the advertising, and by such methods as citing a typical instance of how we promptly handled a complaint, quoting a letter from a woman in which she said her husband had been inspired by the advertising to urge her to send a larger part of her washing to the laundry, we are suggesting more business.

"We are laying plans for a future campaign with an indefinite continuance of the advertising which will be directly a selling campaign, feeling that this good-will advertising has laid for us a solid foundation upon which to base our direct selling appeal with expectancy of returns. Had we gone directly after business in the first place we should have encountered a stone wall of opposition which we feel has now been largely broken down."

Elmira, N. Y., "Herald" Suspend

The Elmira, N. Y., *Herald* suspended publication with its issue of May 22. The high cost of newspaper and production is given as the reason for suspension.

W. G. Thomas Joins "The Silent Partner"

Wilbur G. Thomas, for more than nine years assistant editor of *The Ladies' Home Journal*, Philadelphia, is now with *The Silent Partner*, New York.

American Vessels to Exhibit Manufactured Goods

A plan has been proposed to use vessels of the United States Shipping Board for the exhibition of American manufactured products in the world's principal ports.

This plan, advanced by the foreign commerce service of the Southern Railway and Mobile & Ohio Railroad, has been presented to the Midwest-Gulf-South Atlantic Foreign Trade and Transportation Committee, representing commercial organizations of the principal Middle West and Southern States, which has been asked to lend its weight to fruition of the plan.

H. G. McLean, of Louisville, Assistant Foreign Freight Manager of the two railroads, says the plan is similar to that adopted by the British Government, which proposes a gigantic touring exhibition for British industry. The British plan, as described in a recent American consular report, would be initiated with an itinerary comprising South Africa, Australia, New Zealand, and Canada. "The duration of the tour," the report says, "will be about 18 months and should the venture be attended with that degree of success which is anticipated for it, similar projects to other parts of the world will receive consideration. It is intended that some 500 British firms shall be invited to take part in the tour. The scheme has been sanctioned by the Government Board of Trade and the venture will be planned and carried out by the Department of Overseas Trade."

Paper Shortage May Bring Back Stone Age

From time immemorial, it has been the custom of our lawmakers at Washington to have the original of all legislative bills printed on genuine sheepskin parchment. Even in the good old times of the one hundred-cent dollar this legislative luxury added quite an appreciable item to the cost of government of, by and for the people. But now that the American working-girl pays \$18 a pair for shoes, the price of sheepskin has climbed to the dizzy height of \$2.07 per sheet. In the light of these figures, Congress has discovered that American-made parchment papers are acceptable substitutes for animal skin. If the price of rags continues to advance, it may not be inappropriate to remind our solons that there is historic precedent for using tablets of stone.—"Paragrafs."

V. H. Adams Joins Edison Battery Co.

Vernon H. Adams, recently a member of the advertising staff of the *New York Tribune*, has been made assistant advertising manager of the Edison Storage Battery Company, Orange, N. J.

Insuring Correct Installations by Advertising

Standard Sanitary Manufacturing Co. Recognizes a Chief Cause of Complaint and Seeks a Remedy

THAT the responsibility of the manufacturer does not cease when his goods are sold either to the dealer or to the consumer is merely a repetition of a business fundamental recognized by all advertisers. This is especially true when the article manufactured is of such a nature that its installation is complex and requires the services of a skilled mechanic. No matter how efficient the machine may be, if it is not set up correctly the result will be a variety of complaints, to make serious inroads upon future sales. It is a queer trait in human nature that fails to take cognizance of what may be the actual cause of trouble.

One industry in which such conditions prevail is the plumbing business. In the cities, due to plumbing ordinances, practically all of the plumbing is installed by licensed plumbers. But in the smaller towns, which have no such regulations, there is a disposition on the part of some people to do their own plumbing. Often this is followed by disastrous results. An attempt designed to overcome this practice, through the use of advertising, has recently been undertaken by the Standard Sanitary Manufacturing Company, of Pittsburgh.

In telling **PRINTERS' INK** of the underlying reasons for this campaign, C. B. Nash, advertising manager, said: "We have always been in close touch with all developments in our business, and today we feel that best results for both customers and ourselves are obtained by selling our products through the established plumbing trade.

"Our responsibility does not cease when we make a sale. To have our goods handled by inexperienced hands leads to difficulties beyond our control. Unless properly installed there is a grave chance that the purchaser will not

secure the satisfaction desired and our goods will be condemned without just cause.

"Plumbing and plumbing fixtures should be installed by competent plumbers. Plumbing has been reduced to a science. To learn the trade requires a good four years. We have a double reason for promoting this idea.

"In the first place, a farmer who undertakes to install his own plumbing will make as good a job with it as a plumber who knows nothing about farming would make in that pursuit. But here is the main difference: The plumber operating a farm would cause no serious damage, aside from the loss of money. Plumbing improperly installed, however, is a constant menace to all the people coming in contact with it. Therefore, our first reason leads back to public health.

"The second reason is a perfectly selfish one. Where our fixtures are installed by incompetent persons, complaints of unsatisfactory operations come to us. Our goods are condemned as being faulty in make, whereas the real reason, of course, is faulty installation. So important do we regard this that in all of our advertising copy this year, in both general magazines and agricultural papers, we are advising the readers who are interested in plumbing to consult with the local plumber."

Of course, there is another angle to this policy. It is a fine method of building good will between the plumber and the company. There is no surer way of securing dealer co-operation than by showing him that you are really trying to turn business his way. In fact, this sort of copy benefits everyone concerned. It means satisfactory service to the consumer, fewer complaints to the manufacturer, and increased business to the dealer.



*Counsel, Art and Typography
for Advertisers*

Bertsch & Cooper

Automobile and aeroplane, steamship and sailing yacht—in each of these beauty has been achieved through constantly striving for *mechanical* perfection.

So Art, and particularly the art of the Illustrator, is being developed and enriched through its association with Commerce.

Not the least of our grounds for pride in the work of our Illustrators lies in the fact that while they are co-operating with our Designers, Letterers and Typographers in the production of *complete* advertisements, they are at the same time producing pictures which are winning the commendation of those who judge by purely "artistic" standards.

59 EAST VAN BUREN STREET
CHICAGO

Fuller

Advertising

Besides Willard
the clients of Fuller & Smith are:

The American Multigraph Sales Co.,
The "Multigraph."
The Austin Company,
Standard and Special Factory-Buildings.
The Beaver Board Companies, "*Beaver Board.*"
The Beaver Manufacturing Company,
Beaver Kerosene Tractor Engines.
Burroughs Adding Machine Company,
Adding, Bookkeeping and Calculating Machines.
The Cleveland and Buffalo Transit Co.,
Lake Steamship Lines.
The Cleveland Provision Company,
"Wiltshire" Meat Products.
The Craig Tractor Company, *Farm Tractors.*
Denby Motor Truck Company, *Motor Trucks.*
Ericson Manufacturing Company,
"Berling" Magneto.
Field, Richards & Co., *Investment Bankers.*
Free Sewing Machine Co., *Sewing Machines.*
Gainaday Electric Company, *Retail Stores for Electric Household Appliances.*
The Glidden Company,
Paints, Varnishes and "Jap-a-lac" Household Finishes.
The Glidden Nut Butter Company,
"Dinner Bell" Nut Margarine.


Ivanhoe-Regent Works of General Electric,
"Ivanhoe" Metal Reflectors and Illuminating Glassware.
National Lamp Works of General Electric,
National Mazda Lamps.
R. D. Nuttall Company, *Tractor Cars.*
The Outlook Company, *Automobiles.*
The Peck, Stow & Wilcox Company,
Press Tools and Machines.
Pittsburgh Gage and Supply Company,
"Gainaday" Electric Washing Machines.
H. H. Robertson Company,
Asbestos Protected Metal, Gyms and Asphalt.
Hotels Statler Company, Inc.,
Operating Hotels Statler, Buffalo, Chicago, Detroit and St. Louis, and Hotel Statler, San Francisco, New York.
The Timken-Detroit Axle Company,
Axles for Motor Vehicles.
The Timken Roller Bearing Co., *Roller Bearings.*
University School, *College Preparatory.*
The Vulcanite Roofing Co., *Roofing.*
The Westcott Motor Car Company,
Passenger Cars.
Westinghouse Electric and Manufacturing Company,
Electric Apparatus, Appliances and Supplies.



Smith

Cleveland

are:

General Electric
Motors and Illumi-General Electric
Motors.Tractor Gas.
Automobile and
Tractor Company,
Machines.Supply Company,
Washing Machine
Company,
Metal, GypsumInc.,
Cleveland, Buffalo, Ont.
Ohio, and WestCompany,
Machines.ing Co., Roller
PreparatoryCo., Rolling
Company.and Manufacturing
Apphian


NEW FRANCIS ANNEX, LOUISVILLE

THE Francis Annex is an example of many new additions to older buildings, in charge of readers of **BUILDINGS** and **BUILDING MANAGEMENT**, now being erected in various parts of the country. As further illustration, might be mentioned the 20-story addition to the Inter-Southern Life Building, Louisville, and the \$500,000.00 addition to the Diamond National Bank Building, Pittsburgh.

Mr. J. W. Sanders, who built the present Francis Building, as well as several others, and who now manages four of the leading buildings of Louisville, is in full charge of the construction of the Francis Annex.



11 Story Francis Building Annex
J. W. SANDERS, Mgr.

In thumbing thru the pages of **BUILDINGS** and **BUILDING MANAGEMENT** with a representative of the paper, he pointed to numerous advertisers whose goods he intended to use, or to whom he already had let contracts for the new building.

Among the latter is a contract for the heating system made by the well-known firm of Warren Webster & Co., who have advertised in **BUILDINGS** and **BUILDING MANAGEMENT** for a number of years. Warren Webster & Co. and their salesmen **KNOW** that, while the architect can *specify* and the contractor *recommend*, the building manager **DIRECTS** where the contract is to be placed.

BUILDINGS and **BUILDING MANAGEMENT** is a "building directory" for those who conceive, construct, maintain and operate large buildings. It is read by 85% of the executives in charge of the \$800,000,000.00 of new construction of office, loft and apartment buildings begun or contemplated for this year, besides those who manage over 21,000 buildings already built.

TELL THEM ABOUT YOUR GOODS IN THEIR BUSINESS PAPER.



AND BUILDING MANAGEMENT

Published by Porter-Langtry Co.

(Member A. B. C. and "Associated Business Papers Inc.")

City Hall Square Building

Chicago

Advertising to Develop Public Esteem for Practipedists

Association Conducts Campaign to Get a Graduate Practipedist in Every Shoe Store

HAVE you ever heard of a practipedist?

A practipedist, friends and countrymen, is a gentleman—or a lady—who understands “the science of giving foot comfort.” A practipedist, to borrow an expression from one of the International Association of Practipedists’ advertisements in a general periodical, knows feet as well as shoes. He can size up your feet—or size them down if you are a woman—and use some real human intelligence and not a little science in fitting you with the kind of shoes your feet require. Under his skilful ministrations you are able to get a fit about which there is no guesswork and no fear of unpleasant future complications.

The practipedist does not ask you “what size” and let that represent all the information he needs in your case. But he gives you the expert service that “makes life’s walk easy,” as a certain shoe manufacturer would say.

This makes you somewhat interested, does it?

Let us, then, hear a little about the International Association of Practipedists and what it is attempting to do in an unusual national advertising campaign which now is in progress.

The campaign is nothing less than an attempt to sell the public on the importance of practipedics and to create a condition whereby the graduate practipedist will be able to get some practical results from some of the things he has learned.

“This is a new profession,” said C. F. Dyck, secretary of the association, “but it is important and promising. Practipedists are as necessary to the well-being of the nation as are doctors, lawyers, dentists and pharmacists. The reason the practipedist does not

rank with any of these in the opinion of the public is that the public knows little or nothing about the work or the scientific attainments of members of the practipedic profession.

“This is why we have formed this association and why we are advertising practipedics in a national way. We are in fact entering upon a campaign of education which is going to work out well for the practipedists and for the shoe dealers who line up with us in this work. We are going to try to win the place in public esteem to which this profession is entitled.

“We are working toward a condition where we hope the public will demand a graduate practipedist in a shoe store as much as it now expects and demands a graduate pharmacist in a drug store.”

WOULD MAKE SALES PLAN WATER-TIGHT

Shoe manufacturers these days display quite a sizable quantity of common sense in the styles of their product. Take the average everyday run of shoes and you will find they were built with proper regard for the welfare of the feet. But the intelligent work of the manufacturers in this direction has been undone by the lamentable ignorance of many of the people who sell the shoes at retail.

Part of the object of the association’s advertising campaign is to show dealers that a highly desirable reputation for shoe fitting can be attained for any store.

The advertising extends in two general directions.

In the first place newspapers and some of the periodicals will be used to educate the people on the value of practipedics and to encourage them to look for the graduate practipedist when they

enter a shoe store. A page advertisement that will appear in some of the June magazines asks the question, "Does He Know Feet or Only Shoes?" The illustration shows a picture of a woman in a shoe store being fitted for shoes. The copy recommends that she satisfy herself as to the salesman's knowledge of feet before she entrusts her feet to him to be fitted. She is told she can get evidence of this knowledge through seeing the I. A. P. button in the clerk's lapel or the I. A. P. sign in the store.

The copy further says that every graduate practipedist has made a thorough study of the anatomy, debilities, malformations and discomfort-producing conditions of the human feet—also that he knows scientific methods of arresting the progress of such incipient tendencies as his trained eye and hand may detect and of correcting such defects as already have been developed. Shoe buyers are told that they are entitled to free advice and consultation regarding the ills of their feet and that in shoe and department stores everywhere they can get the benefit of this useful modern science known as practipedics.

"If you do not know what stores in your locality are prepared to render this free service to their customers," the association announces, "we will be pleased to send you a list of them upon request. You are entitled to foot comfort."

Similar arguments will be set forth in other magazine and newspaper advertisements.

The dealer end of the campaign will be pushed through direct advertising methods and also by taking space in trade journals. The object of the dealer campaign will be to enroll shoe dealers, and their clerks as members of the association. Inasmuch as only graduate practipedists are eligible there is provided a course of home study whereby the dealer can become acquainted with the theory and practice of the new profession.

The main feature of the dealer advertisements is a setting forth

of the consumer advertising that is being done. Pages from the magazines are reproduced and visual evidence given of the widespread educational effort. If the shoe man is a practipedist or about to graduate he is invited to send for a booklet telling him about the plan and rules of the association. If he is not a practipedist he is asked to inquire about the home-study course.

In a short time the International Association, which has its headquarters in Chicago, expects to organize local associations in each city where the membership justifies it. As a part of the co-operative plan a service bureau will be maintained which will supply members with suggestions for local advertising matter.

The association expects to work out a code of ethics.

"It is very necessary for a profession such as ours," says Secretary Dyck, "to have a standardized and well-enforced system of ethics. The furtherance of such a system is one of the chief aims of the association. We believe that only through the interchanges of opinion made possible by this organization can a standardized code be reached."

Parrots Made a Furniture Store Drawing Card

Live double-yellow head parrots were recently advertised at \$1 down, fifty cents a week, until \$7.69 had been paid by a Detroit furniture store, the People's Outfitting Co. A quarter-page display ad was given over entirely to the parrot sale.

The advertisement's reason for this sale was that the parrot is "the newest fad in household pets." But it matters not whether the statement that the parrot has only recently become an adjunct to the household be true. The important aspect of this sale would seem to be that this Detroit retailer has discovered a good drawing card, and one that can be easily imitated by other retailers.

New Service Manager for Hopper Agency

Julius Cohen, for nine years with Capehart's Misknown Methods, New York, has joined the Hopper Advertising Agency, Inc., also in New York, as service manager.

The
**CLASS JOURNAL
COMPANY**

a n n o u n c e s
the appointment of
MR. J. L. ASHBAUGH
with headquarters at
Indianapolis as their
representative in Indi-
ana, Tennessee and
Western Kentucky
to succeed the late
MR. C. H. GURNETT



**AUTOMOTIVE
INDUSTRIES**

MOTOR AGE

MOTOR WORLD

GOODSELL-PRATT

See how clearly and forcefully the telephone picture shows the growth of Goodsell-Pratt the Toolsmiths from 1895 to the present time.

In 1895 this Company had a dozen or so employees making a small line of tools for a comparatively local market.

Now Goodsell-Pratt produce the greatest line of tools in the world—more than 2000 different tools—whose sale increases briskly and steadily wherever tools are used.

All this growth, too, is as sound as it is rapid. Goodsell-Pratt production only increases to keep up with the demand felt by retail hardware stores. No tool is made or offered the dealer except for a ready and waiting customer.

That is why the wonderful growth of Goodsell-Pratt the Toolsmiths is something for dealers to note. Goodsell-Pratt consumer reputation means that more people are buying good tools than ever before.



1895

1900

1500 GOOD TOOLS

Goodsell-Pratt the Toolsmiths, producers of the largest line of hand tools in the world, deliver their dealers a powerful sales stimulus every week by means of attractive double-page spreads in **HARDWARE AGE**.

This experienced Company is thoroughly aware of the difference between *obtaining distribution* and *increasing sales*. By spurring the dealer's interest in and sales enthusiasm for these various tools, through the direct contact afforded by **HARDWARE AGE**, Goodsell-Pratt Company is enabled to secure positive *store preference* as to dealer salesmanship, display and local advertising, thus capitalizing the dealer's influence in his home community.

Hardware

239 West 39th Street

Charter Member of Audit Bureau of Circulations.

Goodell-Pratt Company
GREENFIELD, MASS., U.S.A.

Mr. Punch Says—

1919

1915

1910

1900

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sales.
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nship,
aler's

HARDWARE AGE Weekly Price and Market Report Service, not furnished by any other hardware paper, has long been a *business necessity* relied on by live jobbers and dealers throughout the country. The national, *paid* circulation of **HARDWARE AGE** therefore gives Goodell-Pratt Company its largest available *picked audience*—and an audience whose attention-value is based upon open-eyed *self-interest*.

Suitable space in **HARDWARE AGE** offers every manufacturer of hardware products the most effective method possible to create the favorable jobber and dealer contact required for maximum sales.

reAge
reenew York City

ns. Charter Member of Associated Business Papers, Inc.





"This Folder Will Talk Right Up to Our Prospects"

"It has plenty of punch in it now—but what is really important, it will still have punch when it reaches our prospects. That's the beauty of Foldwell. We can depend on it to carry our messages clean and whole to the ends of the earth."

FOLDWELL is the only coated paper that is capable of such performance. The best engravings and drawings that money can buy print without any loss of value on Foldwell. But more than this, Foldwell *always preserves* the impressiveness created by good drawings and engravings. Folding or rough handling does not mar Foldwell. Its strong fibres and rag base insure it against cracking even when *folded against the grain*.

The effectiveness of any direct advertising can be measurably developed by using Foldwell. Our booklet "Paper as a Factor in Modern Merchandising" explains. We will send it gladly.

Chicago Paper Company, Manufacturers
818 S. Wells Street Chicago, Ill.

NATIONALLY DISTRIBUTED

Unusual Uses to Which Advertising Has Been Put

Advertising Can Do More Than Merely Sell Merchandise

MAY 24th, 1920.

Editor of PRINTERS' INK:

I am scheduled to make an address shortly before our local advertising club on the general subject of "What Advertising Can Do." This is a pet topic of mine. It is surprising to observe how few people, even advertising men, realize the numerous things advertising can do, in addition to selling merchandise.

Now, from time to time, I have noticed in PRINTERS' INK descriptions of campaigns in which advertising was used for some out of the ordinary purpose. Won't you give me a list of the issues in which such articles appeared, so that I may do my bit in wiping out this misapprehension regarding the purposes for which advertising can be used?

M. B. MERRY.

A NUMBER of years ago PRINTERS' INK opened its columns to definitions of advertising. They came in by the score. Within the space of a few months over fifty were published. Such a wide divergence of opinion as these definitions indicated was remarkable.

Now, when these definitions are read, in the light of the happenings of the past three or four years, they seem pitifully inadequate. Without attempting to assume the rôle of a prophet, it can safely be stated here that a similar fate would meet any such attempts within a short time. The reason is simple. While advertising may have passed through its period of infancy, it is not, by a long shot, grown into full manhood. Every day finds a recognition of some new possibilities in the use of paid publicity.

As an indication of the unusual uses to which advertising has been put, the following list of articles has been selected from those PRINTERS' INK has published on the subject.—[Ed. PRINTERS' INK.]

Advertising to Increase Sources of Supply. (Editorial.) May 6, 1920.

Using Paid Space to Influence British Public Opinion. (Advertising for political and social objects in England.) May 6, 1920.

Advertising Put on Trail of "Master Crooks." (Big newspaper space purchased to find "Nick" Arnstein and Nicholas Cohn.) May 6, 1920.

Fur Industry Recruits Apprentices by Advertising. April 29, 1920.

Advertising to Prevent Suicide. (Outdoor advertising is used in Japan to save life.) April 29, 1920.

Stopping Dealer Profiteering Through Advertising. April 15, 1920.

Blacklist Profiteers by Advertising in England. April 8, 1920.

Advertising Can Aid Legion in Its Americanization Work. (Southern California made acquainted with Minneapolis platform by advertising.) March 4, 1920.

Association Advertises to Get More Spring Wheat Planted. (Spring Wheat Crop Improvement Association.) February 26, 1920.

Advertising to Justify the Jobber (Piqua Hosiery Company takes up cudgels on behalf of middleman.) February 12, 1920.

When Retailers Advertise to Refute the Charge of Profiteering. (Shoe men of Newark, N. J., successful in removing the blame from their shoulders.) January 8, 1920.

Advertising to Stimulate Invention. (Editorial.) December 25, 1919.

Voteless Washington Advertises to Get the Ballot. December 25, 1919.

Advertising to Flag the Shoplifter. (Department stores of New York warn holiday pilferers away through paid advertising.) December 25, 1919.

Advertising Campaign to Secure Action on the Peace Treaty. (League to Enforce Peace.) December 11, 1919.

How Advertising Was Used in the British Railroad Strike. (British Government and railway labor unions both used newspaper space.) October 16, 1919.

Advertising Accomplishes Reforms in Indiana. (State Chamber of Commerce does constructive work of various sorts.) September 25, 1919.

\$750 Advertising Appropriation Wins Teachers Salary Raise. September 4, 1919.

Selling Scripture in the Street Cars. (St. Louis woman advertises to popularize religion.) August 28, 1919.

Advertising to Counteract Hoarding Agitation. (Institute of American Meat Packers.) August 28, 1919.

Advertising to Change Vacation Dates. (Advertising to lengthen season of travel to summer resorts by British Railways.) August 21, 1919.

Advertising as a Preventive. (Indianapolis Water Company advertises to stop water waste.) August 8, 1919.

Advertising Overcomes Neighborhood Opposition to Building Factory. (Los Angeles citizens' objections met by use of paid space.) July 24, 1919.

Firemen Advertise to Secure Better Conditions. (Toronto Fire Fighters' Association.) June 12, 1919.

Advertising to Lessen Preventable Fires. (National Board of Fire Underwriters.) June 5, 1919.

Second Largest Daily Morning Circulation in Ohio

Here You Are

The Ohio State Journal.

WOOD GIVEN ENTHUSIASTIC WELCOME IN CITY; GERMAN MILITARY ADVANCE WORRIES FRENCH

WARN BERLIN: ARMY HEADS IN CONFERENCE

Prussian Undersecretary of War, General von Seeckt, today warned Berlin that the German army was in a conference with the French army.

PLEDGES BROTHERHOOD

The German army today pledged brotherhood to the French army. The German army today pledged brotherhood to the French army. The German army today pledged brotherhood to the French army.

SHOULD OFFERED FOR CENTRAL LEAGUE

The German army today offered for the central league. The German army today offered for the central league. The German army today offered for the central league.

WOOD PRACTICING SWIMMING ONLY FOR GOOD FRIEND

Wood today practiced swimming only for his good friend. Wood today practiced swimming only for his good friend. Wood today practiced swimming only for his good friend.

CHALLENGED AT CINCINNATI RACING GENERAL TRUMP

Wood today challenged at Cincinnati racing general trump. Wood today challenged at Cincinnati racing general trump. Wood today challenged at Cincinnati racing general trump.



MICHIGAN BIG PUZZLE; FIGHT IS FOUR SIDED

Wood today was in a big puzzle. Wood today was in a big puzzle. Wood today was in a big puzzle.

MAY BE CLOBB

Wood today may be clobbered. Wood today may be clobbered. Wood today may be clobbered.

Sketch of the Presidential Candidate



Better Pay for Teachers, More Schools and More Attention to American Ideals, is Urged by Wood

Wood today urged better pay for teachers, more schools and more attention to American ideals. Wood today urged better pay for teachers, more schools and more attention to American ideals.

'We Want Wood, Says Roosevelt'

Wood today was wanted by Roosevelt. Wood today was wanted by Roosevelt. Wood today was wanted by Roosevelt.

Businesses Pressed Only TO CURE SPECULATION

Wood today pressed businesses only to cure speculation. Wood today pressed businesses only to cure speculation. Wood today pressed businesses only to cure speculation.

Structure Road Closed by Storm

Wood today closed the structure road by storm. Wood today closed the structure road by storm. Wood today closed the structure road by storm.

PREPAREDNESS IN MORALS, COMMERCE, INDUSTRY AND WAR UNCEASED BY WOOD HERE

Wood today preparedness in morals, commerce, industry and war. Wood today preparedness in morals, commerce, industry and war.

IS REMINDER OF E. ROOSEVELT

Wood today is a reminder of E. Roosevelt. Wood today is a reminder of E. Roosevelt. Wood today is a reminder of E. Roosevelt.

TOLLEAD BUSINESSMEN ARE ADVISED

Wood today advised businessmen in Tollead. Wood today advised businessmen in Tollead. Wood today advised businessmen in Tollead.

WHEELMAN OF WHEELS RECALLED FOR TRIP

Wood today recalled the wheelman of wheels for a trip. Wood today recalled the wheelman of wheels for a trip. Wood today recalled the wheelman of wheels for a trip.

[Write for information about Ohio State Journal's Ninth Annual Food Show]

Read by the Buying Power for 109 Years

in Ohio

Read by the Buying Power for 109 Years

Space Buyers!

In answer to the three questions you ask about all newspapers

1. What is the circulation?

For the six months ending March 31, 1920, the sworn average daily circulation of The Ohio State Journal was 51,136.

2. How was the circulation obtained?

By winning the confidence of central Ohio families through 109 years of sound, reliable and trustworthy journalism.

3. Where does the circulation go?

Practically all of it is confined within a forty mile radius of Columbus—a bustling, 100% American city of a quarter million population.

The Ohio State Journal.

Established 1811

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK

PHILADELPHIA

CHICAGO

Second Largest Daily Morning Circulation in Ohio

Advertise to Prevent Waste. (Editorial.) May 29, 1919.

Advertising to "Speed Up" Farming. (Ontario Department of Agriculture uses advertising for all kinds of problems.) May 8, 1919.

Enter the Triceratops. (American Museum of Natural History uses paid space to tell public of its wonders.) May 1, 1919.

Advertising to Cut High Operating Expenses. (Internal publicity to induce employees to co-operate in using economy.) April 17, 1919.

A City Advertises to Curb Rent Profiteering. (Pittsburgh takes a hand in protection of tenants.) April 3, 1919.

Is There Anything That Advertising Cannot Do? (What advertising really does is influence action.) March 27, 1919.

Canada Advertises Repatriation Plans. (Government buys space to combat rumor.) January 30, 1919.

Creating the Saving Habit Through Advertising. (Great Britain's Thrift Campaign.) January 23, 1919.

How Advertising Helped Sell Prohibition to Ohio. November 21, 1918.

Advertise Farming to Soldiers. (Editorial.) November 7, 1918.

How Britain Is Advertising to Save Coal. October 24, 1918.

Advertising Urges Citizens to Vote. September 26, 1918.

How Advertising Is Helping Newark Solve Its Housing Problems. September 19, 1918.

Advertisers to Increase Wheat Crop in California. August 29, 1918.

How Advertising Will Help Put Over the Next Draft. August 22, 1918.

Advertising to Lessen Grain Dust Explosions. August 22, 1918.

Canada Again Relies on Advertising for War Purposes. (Imperial Munitions Board advertises to keep munitions workers on the job.) August 15, 1918.

Twenty-three Languages in One Advertisement

A diversity of languages—twenty-three of them—was employed by the Parker-Bridget Company, of Washington, D. C., to bring the message of its twenty-seventh anniversary sale to the people of Washington. The message, the same in each of the twenty-three languages, was an invitation to members of the different diplomatic corps and to all foreigners in Washington to attend the opening of the anniversary sale.

New Account With Manter-nach Agency

The Economic Machinery Company, Worcester, Mass., has put its advertising account in the hands of The Manter-nach Company. An extensive trade-paper campaign is now being prepared, and plans are being made to use national mediums in the near future.

An Old Shop Sign

"Before newspapers with their vast circulation carried the message of goods for disposal round the world and thereby suggested to all, sundry new wants which had never been dreamed of, it was only possible to appeal to local custom by means of such modest notices as you could put in your shop window without obscuring the goods for sale. One such notice was copied into a notebook some years ago from the window of a shop in a small village in Gloucestershire. It read:

BIBLES, BELLROWS and BOOTS.
TESTAMENTS, TROWERS and
TEA KETTLES.
ALL GODLY BOOKS and GRIND-
ING STONES.
sold here by
A. Linneys.
N. B. Best price given for old whale-
bone stays.

"Now, whether Mr. Linneys would have been advantaged by any wider advertisement of his goods is an open question. His stock of these useful articles may have been limited. But, anyhow," says a writer in *The Christian Science Monitor*, "I hope he got all the custom he deserved. If he had been able to send his attractive notice all over England by means of the daily press one can imagine how he would have been snowed under by an avalanche of orders from eager purchasers, to say nothing of the inconvenience of having his doorway blocked by stacks of old whalebone."

Credit Extension to Offset Freight Congestion

An extension of time is being granted by the Carbons Products Company on all accounts. This company believes that this action, if generally adopted, would better the credit situation by releasing money which is now tied up in merchandise in transit due to freight congestion.

A letter outlining the plan and asking for co-operation, which has been sent out, reads as follows:

"Please note that owing to the present delay in shipments due to freight congestion, that we are allowing an extra dating of fifteen days to our accounts east of the Mississippi and thirty days to our accounts west of the Mississippi, this to continue while present transportation conditions exist.

"If this plan becomes generally adopted we believe that it will relieve the general credit situation by releasing money which, due to present conditions, is tied up in merchandise in transit.

"We trust that you will succeed in getting other houses to do this same thing; also that you will join in this movement with your own customers.

"We will be glad to hear of your co-operation in this plan so that we can use your name as a help in bringing this about in the interest of everyone."

The Story of CINE-MUNDIAL

READS like a tale of the Spanish Main—full of life and rapid action—this story of CINE-MUNDIAL which steals across the ghosts of scuttled galleons of yesterday in carrying its story of the world's amusements into the Latin-America of today.

Founded in 1915 by Chalmers Publishing Company as the offspring of Moving Picture World, CINE-MUNDIAL started life as the first Latin-American motion picture trade medium, giving the happenings in the film world to buyers and exhibitors in the export field.

But that astute judge and indicator of the reading wants of the public, the newsdealer, soon decided that CINE-MUNDIAL was more than a trade magazine. He seized upon it as a long-looked-for guest, dressed up his stands with it because it was attractive and because his patrons were hungry for news of the pictures and their stars.

CINE-MUNDIAL'S colored covers were soon found in thousands of homes outside of the actual film market. Which is readily seen when the greatest possible total of people engaged in the film business in Latin-America, 3000, is compared with CINE-MUNDIAL'S total paid circulation for June, 15,800.

A glance through CINE-MUNDIAL today will show that it has branched out until it now covers all amusements, outdoor and indoor, with special fashion and aviation sections.

CINE-MUNDIAL has carried only trade advertising until the recent inauguration of its campaign for national business. It was content to do this knowing that the time would come when it could say to any national advertiser "Come in." That time is here with a vengeance. No national advertiser can today AFFORD to overlook CINE-MUNDIAL. It is "Your Best Latin-American Salesman."

No one but Spaniards direct the editorial policy of CINE-MUNDIAL. No one but Spaniards handle its circulation policy. The correct Latin-American approach is always assured. Witness:

February	11,500
March	12,490
April	12,980
May	14,500
June	15,800

4300 increase since February. Going into 15,800 homes now—thousands more by January, 1921.

"Come In"—We Can Help You

CINE-MUNDIAL

CHALMERS PUBLISHING COMPANY

516 Fifth Avenue, New York City

Seven Years and Six Months

Here is one account that contributes to the average length of our service to present clients; one we've served for twenty-five years.

NORTH BROS. MFG. CO., of Philadelphia, manufacture "YANKEE" Tools.

Everybody knows "YANKEE" Tools. They are the efficiency tools of the nation—the "short-cuts" to better workmanship—they represent the national characteristic of smartness, "pep" and genuine Yankee ingenuity.



We have been co-operating with North Bros. Mfg. Co. in their advertising for twenty-five years.

This is one of our thirty accounts that has given us so unusually high a record with our

Donovan A

1211 Chestnut St

present clients, viz: an average of seven years and six months per account.

"YANKEE" Tools is one of the accounts that has helped us get other accounts — that

**7½
Years**

has grown wonderfully each year and that has increased its advertising appropriation with its industrial growth.

Our business in 1919 showed an increase of 150 per cent over that of 1918. Ninety-six per cent of our total volume of business in 1919 was from accounts such as North Bros. Mfg. Co. who had been with us as a firm, or as individual members of this firm, more than one year up to twenty-five years. And 1920 promises to eclipse our big record of business in 1919.

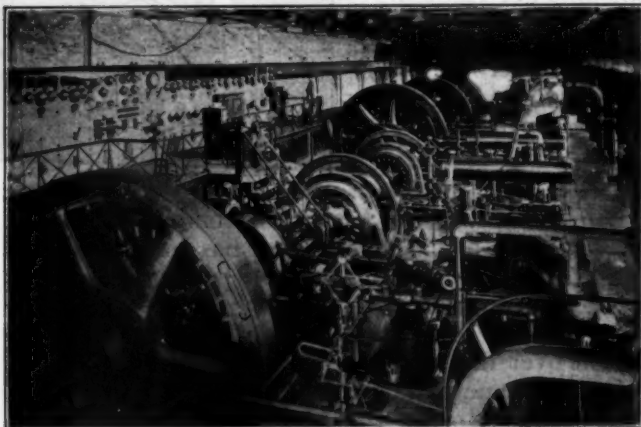
We have no contract with North Bros. Mfg. Co. — never did have. We have no contracts with any of our accounts.

Our unusual record of association is due entirely to our appreciation of our function as an advertising and merchandising agency and an ideally pleasant relationship with our clients.

Armstrong

St Philadelphia

Good Job, New Orleans!



WE borrowed that heading from *Collier's*, who recently commented editorially on the community accomplishment of New Orleans.

This included a \$15,000,000 soil drainage system, the installing of a modern system of sewerage and water supply, building 5 miles of steel-covered wharves, the world's largest cotton warehouse and a lot of other things too numerous to mention in a page ad in *Printers' Ink*. The illustration shows the engine room of the central drainage plant.

Modern engineering is playing a vital part in the phenomenal industrial development of the South. *SOUTHERN ENGINEER* is the only power plant journal having a thorough circulation in the South; it serves the chief engineers and superintendents in all power-using industries; for years it has paid particular attention to the power requirements of the Southern field.

It therefore can most effectively serve the manufacturers of power plant equipment and supplies in developing business in this section. 20,000 A.B.C.—proven circulation.

W. R. C. SMITH PUBLISHING COMPANY

Members A.B.C. & A.B.P.

Atlanta, Ga.

Publishers of *Southern Engineer*, *Cotton* and *Southern Hardware and Implement Journal*

Atlanta wants The Ad Club Convention in 1921

s!

Drug Chain Concentrates Prescription Business in Centrally Located Stores

National Drug Stores Corporation Depends More on Soda Water Department to Maintain Character of Store

THE one field of modern business which is changing more rapidly, perhaps, than any other is that of retail stores. There is already established the chain cigar store, drug store, grocery, shirt, shoes, candy, etc., with a new chain of sporting goods stores projected. Manufacturers, in order to keep pace with these large chain systems, have to be wideawake for the something new at all times. The retailer, instead of following precedent, now leads in ideas, and old, well-formed habits and customs are being overturned.

In the drug store field, for instance, the old-fashioned corner drug store is fast giving way to new, up-to-date stores, with their large, diversified stocks of attractive merchandise. The typical drug store was for years one of our most conservative institutions. It was generally conducted by a man who was a pharmacist first, and a merchant afterward. The modern drug store will sell you a soda or an umbrella as conscientiously as it will a dose of medicine, aiming to give the public the best in service and quality that can be given.

Examples of this latter class are the National Drug Stores, operated by the National Drug Stores Corporation, and distributed throughout the important cities of the East, and reaching as far west as Chicago.

Ralph B. Wattle, president of the National Drug Stores Corporation, in an interview with a PRINTERS' INK representative, stated that "the modern druggist to-day builds his road to the public's confidence through the soda fountain, as contrasted with the old rule of building confidence through the prescription department. The reason for this is easy

to see. A high-class drug store to-day serves fifty customers at the soda fountain for every one who buys a prescription."

It is not to be supposed from this, however, that the prescription counter is to be eliminated from the National chain. It is being maintained in its stores, except where there is another National store in the same vicinity where prescriptions can be filled, thus concentrating the prescription business. A case in point is that of the store in the Woolworth Building, New York, which has no prescription department.

PRESCRIPTION BUSINESS DECLINING

For several years the prescription end of the drug business has shown a tendency to fade into the background. This is due to several reasons. One is that it is declared to be no longer possible to sell prescriptions at a profit. The druggist who keeps tabs on his costs figures that on every dollar prescription the ingredients should cost him no more than 40 per cent, leaving him a margin of gross profit of 60 cents. To-day, with wages taking as much as 50 cents out of every dollar, it is of course impossible to meet all the other expenses out of the 10 cents remaining.

Another factor to be considered is the falling off in the demand for prescribed medicines. People no longer use medicine to the extent that they once did, and doctors no longer prescribe it to the same degree. But this decline has been more than counterbalanced by a larger demand for soft drinks, candy, perfumes, toilet articles, shaving materials, etc.

In the National stores the soda fountain is considered of prime importance. A big feature in the operation of the soda fountains is



Allamere
 Ashland
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 Bowling
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 Collins
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 Delaware
 East L
 East P
 Elroy
 Findlay
 Fostoria
 Fremont

The Girl He Left Behind Him

may bawl bitterly for a spell—but eventually the bitterness will be taken from the bawl by the fellow who takes his place, camps on the job and gets the girl.

Brother, you may desert the State of Ohio and spend your advertising appropriation elsewhere—but some other advertiser will come along and gather her heart to his bosom and her shekels to his pocket. Don't let your advertising opportunities pass by you.

The 57 newspapers of our List have spent real money in getting up for you a big little booklet—free for the asking.

ROBERT E. WARD

Director of Advertising

5 South Wabash Avenue, Chicago

225 Fifth Avenue, New York

The Select List of OHIO Daily Newspapers

Alliance Review and Leader	Greenville Advocate	Fiquia Call & Press-Dispatch
Ashland Times-Gazette	Hamilton Journal	Pomeroy News
Ashland Star and Beacon	Kenton News-Republican	Portsmouth Times
Athens Messenger	Lancaster Gazette	Salem News
Bellevue Index-Republican	Lima News	Sandusky Register
Bellevue Gazette	Lima Times-Democrat	Steubenville Herald-Star
Bowling Green Sentinel-Tribune	Lorain Times-Herald	Tiffin Tribune and Herald
Bucyrus Telegraph	Manfield News	Troy News
Cambridge Jeffersonian	Marion Star	Uhrichville Chronicle
Celina Standard	Martin's Ferry Times	Upper Sandusky Union
Chillicothe Gazette	Marysville Tribune	Urbana Democrat & Citizen
Columbus Tribune and Times-Age	Middletown News-Signal	Van Wert Times
Delaware Gazette	Mt. Vernon Republican-News	Warren Chronicle
East Liverpool Review & Tribune	New Philadelphia Times	Wilmington News-Journal
East Palestine Leader	Newark Advocate	Wheaton Record
Elvira Chronicle-Telegram	Niles News	Xenia Gazette & Republican
Findlay Republican	Norwalk Reflector-Herald	Zanesville Signal and
Fostoria Times		Zanesville Times-Recorder
Freemont News		

that it is not necessary to buy checks before being served. It has been found that customers, especially the men, dislike to figure out the amount of their check before they drink or eat, as they do not usually know just what they want.

The stores have a special department where the needs of men are handled exclusively. Concentrated here are those articles of necessity usually purchased by men in drug stores, and recently such items have been added as garters, collar and cuff buttons and socks.

The sale of cigarettes is placed in the hands of girl clerks. Since cigarettes come in packages, and consist of a relatively few standard brands, it is reasoned that a girl can sell them as well as a man, and perhaps more to the satisfaction of the male customer.

"We do not push our own goods in preference to standard merchandise," said Mr. Wattley. "We handle what the customer asks for of nationally advertised goods. In our candy department, for instance, we carry eleven standard high-grade makes of candy. In the toilet-goods department every well-known brand of tooth paste is sold, and our own make is not being offered as superior to the nationally advertised goods."

President Wattley has had wide experience in the chain-store business. He was connected with the United Cigar Stores Company about twelve years, starting as a bookkeeper practically at the inception of that organization, leaving as treasurer and director to join the Riker-Hegeman drug store chain in 1914, where he occupied a similar position. Later, when the Riker-Hegeman stores were merged with the Liggett chain, Mr. Wattley became vice-president and treasurer of the enlarged system, and one of the joint managers who determined methods and policies for the organization.

Vanderhoof & Co., Chicago, have secured the account of the Universal Glove Company, Toledo, Ohio, maker of "Belt-Well" gloves. A general campaign is planned.

Newsprint Production Increased in April

Newsprint output of American Mills in April increased 11,991 tons over April 1919, according to statistics compiled by the Federal Trade Commission. Production in April of this year was 128,269 tons.

Production for the first four months of this year amounted to 500,014 tons compared with 450,426 for the corresponding period of last year. Increase in tonnage reflects efforts to increase output supplemented by the fact that many paper mills which normally turn out other grades of paper are now working on newsprint, attracted by the high prices prevailing.

April shipments were in excess of production amounting to 124,936 tons. For the four month shipments did not equal production, amounting to 451,621 tons, increasing mill stocks on hand April 30 from the low points touched last winter.

New Agency in New York

The Hazard Advertising Corporation has been recently organized at New York. C. H. Hazard, president of the agency, has been identified with the chemical industry for a number of years. During the war he served as an officer in the Chemical Warfare Service. The general manager of the corporation is Lyman O. Fiske, who was editor of the *Dramatic Mirror* for some twenty years.

The accounts of the new agency include H. A. Metz & Co., Inc., H. A. Metz Laboratories, Inc., Jordan Coal Tar Products Company, Inc., William E. Jordan, Inc., Plexo Preparations, Inc.

Joins International Money Machine Company

Samuel Frommer has been made sales promotion manager of the International Money Machine Company, Reading, Pa., manufacturer of payroll, visible adding and listing machines. He will be in charge of advertising and sales promotion.

Mr. Frommer served on the editorial staff of the *New York Tribune* for several years, leaving that work to take charge of advertising for the United States Fidelity & Guaranty Company, Baltimore. He was recently with the McCaskey Register Company, of Alliance, Ohio, as advertising and sales promotion manager.

Hi Sibley Leaves for Tokio

Hi Sibley, recently in publicity work for the Thomas H. Ince Studios, Culver City, Cal., and formerly on the advertising staff of the Packard Motor Car Company, Detroit, and the Renoblic Motor Truck Company, Alma, Mich., has sailed for Tokio, Japan. He will take charge of the Tokio office of the James A. Rabbitt Engineering Corporation, New York.

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Much of the great art of the past was produced by talented artists working together in guilds and groups. The best commercial art of the present day is being produced under similar conditions. We employ many great individual artists and the work each produces is better because of group enthusiasm, friendly coöperation and mutual inspiration.

ILLUSTRATION · DESIGN
LETTERING · TYPOGRAPHY

The Liberty Tape Moistener



is a compact, durable rust-proof machine which effectively dampens all of the tape. Can be used with any width tape up to four inches. Sent on approval.

Price, \$5

Liberty Tape printed bees

ADVERTISING at cost of Presswork Only

You get this when you put your name on your label. Why not identify your shipping cases, too?

Liberty gummed sealing tape as your binder, *when printed with your private mark*, turns every one of your fibre-case shipments into a traveling representative. We do the printing on our own presses to minimize the cost.

Liberty Tape meets all railway requirements; every packing demand. In all weights; sizes. Estimates and color designs free.

LIBERTY PAPER COMPANY

52 Vanderbilt Avenue

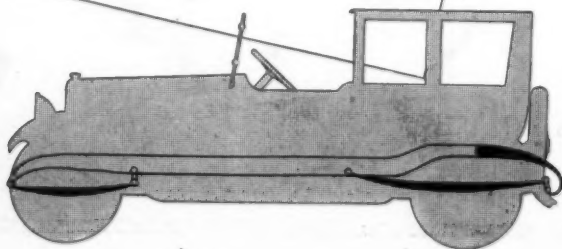
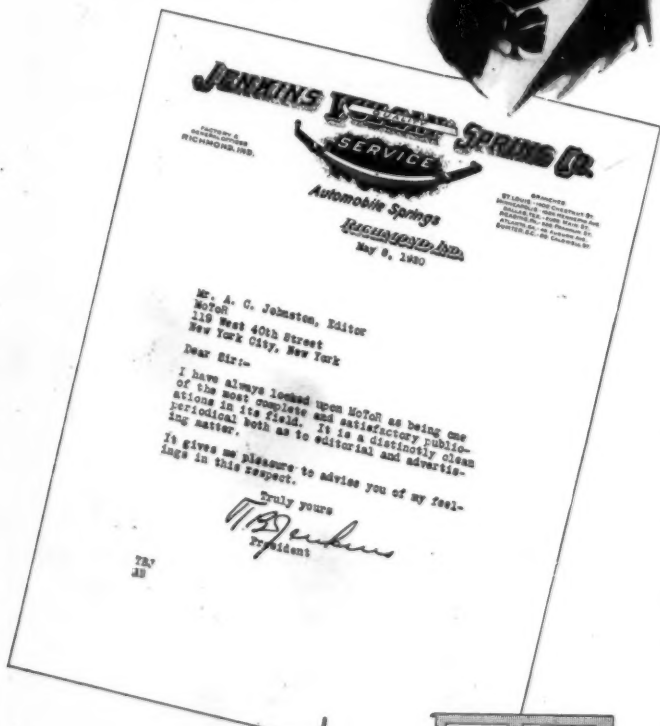
New York City

Mills: Bellows Falls, Vt.

becomes your silent salesman

June 3, 1920

Big Men and MOTOR



The "Open Price" Association— How It Works and What It Does

Why Manufacturers Find It Helpful to Exchange Information with Competitors

By C. H. Rohrbach and John Allen Murphy

THIS article is about the "open price" plan of co-operative competition. You will not find much in it about advertising.

But since a considerable percentage of the business executives who read *PRINTERS' INK* belong to "open price" associations and since much of our modern sales work is founded on the "open price" method of operation, this subject is entitled to a place in "a journal for advertisers."

Of late the "open price" plan has been receiving a lot of publicity. The recent Memphis decision against the American Hardwood Manufacturers' Association has brought the subject into the limelight. The further fact that the Attorney General's Department is looking askance at other price-exchanging organizations has caused many manufacturers to wonder what their status is under the "open price" plan. We, of course, cannot attempt to anticipate the decisions of the courts on the question. We can, however, tell something of the good that these organizations accomplish. Also we can point to some of the dangers that a few of them seem to be courting.

A. J. Eddy, a Chicago attorney, who now is legal and economic counsel for quite a number of these associations, is generally given credit for originating the plan. It has been in operation for about ten years in the Bridge Builders and Structural Society, whose constitution and by-laws were introduced in evidence during the trial of the Government's suit against the United States Steel Corporation in the Federal Courts, when the Gary dinners were declared to be a means

whereby concerted action in restraint of trade was secured.

Here is how it works out: Specifications have been issued by a large buyer. As various manufacturers submit bids to him, they send copies to the secretary of the association, who immediately exchanges them with all those members whose bids are in. A member is at liberty to send in a revised bid if he wants to; his only obligation is to send copies to the secretary. After the contract is awarded, the secretary sends a copy of it to each bidder. Past transactions of this sort, and the cost of work that had been executed on these contracts, form the basis of discussion at the monthly meetings.

Where the jobber and dealer enter into the trade, certain associations have followed this practice: Price lists and discount sheets are exchanged, and also filed with the secretary. Whenever a member quotes at variance with these published prices, he informs the secretary, after the quotation has been made, who immediately notifies each of the other members.

OTHER OPEN PRICE PLANS

In other groups, the members mail to one another direct their price lists or notices of changes in their established or general market prices, and the association only appears in cases where on a particularly large order the members bid under their general market prices. In that event, they send copies of their quotations to the secretary, who exchanges them only among the concerns who bid on that particular order.

Again, there are many associa-

tions that have their members send in daily to the secretary carbon copies of all quotations they have made, and which are promptly reported out to all members, involving a vast amount of detail.

Others have a selected list of their products on which they report their published prices once a month to the secretary, who in turn issues a sheet showing in tabulated form the prices of each member on these comparable products.

Another feature of the work of "open price" associations, and one which we think is of greater importance than the exchange of price information, is the collection and distribution of trade statistics. This also takes many different forms.

For example, some associations report daily the number of orders received, their value, and the quantity sold or shipped, which forms the basis for a monthly statistical report to each member showing his percentage of actual quantity production to normal; actual value production to normal; actual quantity sales to normal; actual quantities sold new users as related to total quantity sold, so as to determine new users, or members creating new business.

These reports also show the time required to fill unshipped orders and contracts and the number of sales the member has made below his printed price list, as well as the total number of such sales.

In other "exchanges," as many of them are called, sales are analyzed each month showing the geographical distribution, the total business compared with previous months, and the maximum, minimum and average prices of different qualities of the product.

The exchanges are so open in many of the organizations previously referred to that each member knows practically all about every other member's business. Others, while in some instances keeping one another informed respecting changes in their general price levels, maintain strict secrecy with respect to their individual business transactions. In these

associations, new orders, shipments, and sometimes also production, stocks on hand, and unfilled business, are reported daily, weekly, or at longer intervals, as the case may be. The figures are tabulated, usually monthly, sometimes oftener, and each member receives a report of the general totals, his individual totals, and the percentages of the general totals that his own figures are. He learns nothing about his competitors' businesses. A number of these associations also plot the volume fluctuations from month to month on graphic charts.

POINTS OUT MARKET TRENDS

There was a difference of opinion in one group, some time ago, as to whether some of the statistics that they had been collecting covering details as to sizes of their product were worth the trouble. The argument was clinched in favor of the statistics by two incidents. One sales manager said that he had been carrying in stock for a long time a certain large size, and was just about to accede to the request of his stock manager to sell it as a "job" at the price of the next smaller size, when he bethought himself of the association's statistics. These disclosed that there had been quite an active recent turnover in that particular size, so he instructed his sales force to get busy, and the goods were disposed of in short order. In this case the statistics saved him from taking a loss of several thousand dollars. The other instance was much along the same line, the manager stating that he laid out his production with the aid of the statistics, and mentioned specific items which he put into production, after consulting the statistics. He was thereby enabled to take care of profitable orders, when they came along, which otherwise he would have had to pass up for want of stock.

In another organization the statistics disclosed that there were 158 different patterns, finishes and sizes of a certain item on the market, and that over 90 per cent of the sales were confined to fifteen

Reader Confidence

The salesman who inspires confidence makes the sales. Printed salesmanship must make its approach through channels which inspire confidence. When a certain seed house advertised to the New York State farmers, its copy was read in the farm papers, but the sales came from the Religious Press.

Subscribers to the Religious Press read their church papers as they would letters from friends; they accept the advertising as personal endorsements and for their betterment.

The Religious Press

has a grip that is not found elsewhere. It has built up some of the largest industries of our time. It provides concentrated circulation and effective influence in the inner circle of America's best families.

For information address the Secretary
The Religious Press Department
A. A. C. of W.
47 East 25th Street, New York

out of the 158. One concern was just getting up an expensive new catalogue. It was selling just about enough of one of these patterns to make it worth while cataloguing, but on receipt of the statistics it found that it was practically the only concern selling this particular one. Thereupon it decided to eliminate it in favor of standard goods on which there was a larger turnover. There was another pattern on which it was selling so few that it had been decided to leave it out of the new catalogue, but the statistics disclosed that it was one of the biggest sellers among the other members, so the company kept it in and determined to give it the attention that it evidently deserved.

Just one more: a certain sales manager telephoned the association secretary that another member was selling 10 per cent under him in sections of the West. How was he going to do business with this sort of competition confronting him? His salesmen were up in arms, and demanding that they be allowed to meet the lower prices. The secretary made an investigation and then laid some figures before the complaining member which showed that over a period of several years his proportion of the total business reported in the industry had been within a fraction of 15 per cent, and that during the six or eight weeks in which the lower prices had been operating against him his proportion had actually been running close to 17 per cent. He was satisfied, and a disastrous war within the industry was nipped in the bud.

Examples of well known trade association statistics are those collected by the American Iron and Steel Institute, some of which go back to 1844, the Bridge Builders and Structural Society and the Tanners' Council. They are accepted as authoritative by trade publications and economists, and are even made use of by the Government.

But all this seems simple enough, you will say. No pools,

no price fixing, no agreements of any sort. Why all this fuss about water that has gone over the dam? Why is the Department of Justice getting suspicious?

THE GOOD ACCOMPLISHED

To get a reasonably accurate perspective of the situation, let us first consider what the plan is designed to accomplish, what its legitimate functions are. This requires us to look into competitive business conditions as they were before the war, when the struggle for business at times was terrific.

Typical of the conditions as they have existed in almost every industry in the country at one time or another is the picture of the coal mining industry given by E. N. Hurley, former chairman of the Shipping Board, in his book, "The Awakening of Business." Fierce competition, overproduction, ignorant price cutting, and disaster, runs the story. Such is also the story of many industries that until comparatively recently were in a chronic state of pauperism that permitted only the strongest to keep their heads above water.

Charles R. Murphy, a prominent manufacturer of Decatur, Illinois, in a speech delivered before the Decatur University Club, referred to the failures that had occurred at various times in the history of that town, how its steel mill, woolen factory, paper mill, bagging factory, wagon works, agricultural works, tile factories, mantel factory, shoe factory, and other industrial enterprises had been liquidated. He told how in a certain large national industry there were at that time 189 concerns in business, and that the industry had suffered 339 failures in seventeen years. All due to ignorant competition.

True, you may argue that the consumer got the benefit of lower prices while these concerns were on the road to ruin, while their capital was being absorbed in the goods that they sold below cost. But what of the idle factories, the abandoned machinery gone to rack and ruin? There is an eco-

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Motor Life

Because Motor Life goes into homes where motor-
ing is a keen *hobby*—it¹ continues to live, to be
read and consulted, to travel from one member of
the family to another long after most magazines
have gone on to the waste-basket or to the attic.

Of those who read Motor Life:

98% own at least one car each.

86% are married—averaging two children.

85% have private garages.

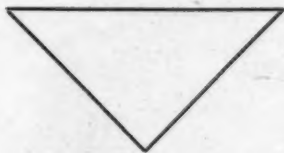
81% own cars of 1918 or later.

72% annually renew Motor Life subscriptions.

And 100% are spending motorists.

MOTOR LIFE, 243 West 39 Street, NEW YORK

Robert Wolfers, President



A point

often overlooked
by many advertisers
of standing, is this—
when you use
NEWSPAPERS

(and of course we emphasize)
Canadian newspapers)

you then use
the same
medium as
the retailer
or dealer
does—and he
is a good
man to
cultivate

—consequently
that night
(or morning)
when he eagerly
scans the
newspaper for
his ad—there
he also sees *yours*.

The Daily Newspapers of Canada

in this way
NATIONAL ADVERTISING
becomes also
LOCAL ADVERTISING.

*If you want to put across a
sales message in Canada you
can do so by using these papers.*

City	Population	Paper	City	Population	Paper
Halifax, N. S.	70,000	Chronicle & Echo	Toronto, Ont.	547,371	Mail & Empire
		Herald & Mail	Winnipeg, Man.	255,000	Free Press Tribune
St. John, N. B.	52,000	Standard & Times	Regina, Sask.	35,000	Leader
Quebec, P. Q.	105,000	Le Soleil	Saskatoon, Sask.	24,000	Star
Montreal, P. Q.	800,000	Telegraph Gazette	Calgary, Alta.	60,000	Herald
		La Patrie	Edmonton, Alta.	55,000	Journal
Ottawa, Ont.	127,458	La Presse Citizen	Vancouver, B. C.	170,000	Sun
		Journal— Dailies	Victoria, B. C.	40,000	World Colonist
London, Ont.	60,000	Advertiser Free Press			

conomic waste. The consumer pays for it in the long run.

Let us take another illustration from the same speech: "A little factory was started in a certain line of business, in a small town in Georgia. The owners were good workmen and knew how to make a cheap staple article, but they knew little of costs, or the market. When the factory got going they sent out a salesman, who traveled all over the South and sold these staple goods at 20 to 30 per cent below the market price. One big Atlanta house heard of this competition and met the price. Then a Chattanooga salesman reported that Atlanta had cut, so Chattanooga met Atlanta. Memphis met Chattanooga's price, and then New Orleans and Nashville met Memphis, and so on until the entire product of this staple was sold at a loss. After the first cut, nobody remembered who started the fire. During all this period of price cutting these Southern manufacturers held no meetings. After a year, after one million dollars' worth of this staple article had been sold at a loss, the little factory that started the trouble failed, and it came out in court that their total sales for a year were only \$22,000."

RUINOUS PRICE-CUTTING CAUSED BY IGNORANCE

Fear, sneaking fear of what a competitor is going to do, has been one of the most potent causes of business failure and of ignorant competition registered on our business calendar. To fear and ignorance of this sort a mid-Western manufacturer, whose name is a familiar one, ascribes the disastrous smashup of his business several years ago.

In discussing the matter with some friends, he said: "I was so foolish as to let a little one-horse concern regulate my prices when I was employing over six hundred men. My downfall started right there. Fear gave me the first shove toward the abyss over which I plunged years later. When the one-horse competitor cut prices I thought I had to fol-

low suit. I did not realize he could not cut my prices, for my prices were linked with my goods. When I considered any reform or change in my business practice, my first thought was as to whether my competitor would follow suit and reform his unprofitable practices, and usually I concluded that he wouldn't, hence it would be useless for me to turn over a new leaf myself. I have since come to the conclusion that fear—similar to childish fear of the dark—is at the bottom of most unfair and disastrous conduct in business. And that fear is due practically every time to ignorance of true conditions. A child does not fear what is in the dark, but what isn't."

Enough has been said to show the need for business co-operation of some sort, under the conditions that existed eight or ten years ago. Even if nothing more had been done than to take a sort of industry census, so that each member was informed as to the industry's total productive capacity, the numbers of men employed and rates of wages paid, the laws that bore a direct bearing on the industry, the established trade practices, and other matters of general trade interest, much good would have been accomplished, because the amount of ignorance that prevails in most industries is simply appalling.

But the "open price" association went a step further, on the theory that if every member were fully informed on all quotations and prices in the industry, price fluctuations would be normal and healthy, dependent only upon natural economic laws and forces. Ignorant, and sometimes even malicious, competition would be reduced to a minimum, prices would be stabilized, and in the end the customer would be better off than under the old conditions of violent fluctuations, of below-cost prices followed by abnormally high prices to recoup the losses caused by the previous low prices.

Intelligent buyers are not so much concerned in beating down

prices as they are in knowing that they are on an equal footing with all other buyers, that there are no secret rebates or unfair advantages given to their competitors. For this reason, some of these associations have made it a practice to hold open meetings, at which not only non-member manufacturers, but also the buyers, are welcomed.

Many "open price" associations, according to Mr. Eddy, have urged the concerns from whom they buy their raw materials to form similar organizations. Surely, if these men believed that their operations resulted in undue price increases they would not willingly put themselves in the way of having their own medicine forced upon them.

So firmly convinced are some of these association executives that their work fills an economic need, and is strictly within the anti-trust laws, as interpreted up to the present time, that the National Association of Cotton Fabric Finishers is inviting the Department of Justice to institute a suit in equity against it, offering to place all its records at the disposal of the Department, meanwhile suspending the filing and distribution of prices pending a decision of the United States Supreme Court in the hardwood lumber case.

GOVERNMENT DEPARTMENT FAVORS OPEN PRICES

In its first issue of *The Market Reporter* the Department of Agriculture said: "It is hoped that *The Market Reporter* may be of direct assistance alike to producers, dealers and consumers. The producer should know what prices have been and what they now are on a country-wide basis, and he should know this not only for his own kinds of products or crops, but also for other kinds, in order to be in a position to judge what prices ought to be for his own produce. It is to the advantage of the dealers as a class that market knowledge be extended so that supply and demand may be quickly balanced everywhere and no unduly high prices long prevail

in one section nor unduly low in another. With a risk of wide local fluctuations lessened, the dealer can trade profitably on a smaller margin, thus permitting a higher price to the producer and a lower price to the consumer. Consumers as a class are also protected because any temporary or sectional advance will be quickly offset by increased supplies from sections where lower prices prevail."

There in a nutshell is the "open price" theory, and it will be seen that the Government is doing for the farmer exactly what the legitimate "open price" association is attempting to do for the manufacturer.

Ralph R. Lounsbury, an attorney and commissioner for several trade associations, says: "These modern trade associations are distinctly not for the purpose of eliminating competition, as is frequently imagined by those who are unfamiliar with their purpose—nor are they intended as a means of circumventing the law. Proceedings are open and above-board, and self-respecting men, scrupulous of their reputations and conscientiously anxious to square their conduct with the law, may take part therein."

That the legitimately conducted "open price" association is highly esteemed by its members may be seen from the following remarks of an executive in one of the largest concerns in the country, belonging to several organizations of this kind:

"The important features of this work may be summed up as follows:

"First, mutual confidence among manufacturers.

"Second, an improvement of conditions in the industry. This is brought about by the establishment of a system of uniform cost accounting, the interchange of statistical information in regard to production and consumption, and the information as to prices that have been made. We have eliminated the iniquitous work of the unscrupulous purchasing agent, who would consider it a matter of shrewdness

SEARLE, NICHOLSON, OAKLEY & LILL

CERTIFIED PUBLIC ACCOUNTANTS

52 BROADWAY

NEW YORK

H. F. SEARLE, C. P. A. (N. Y.)
 C. T. NICHOLSON, C. P. A. (N. Y.)
 FRANCIS OAKLEY, C. P. A. (MASS.)
 THOMAS R. LILL, C. P. A. (N. J.)

EDWARD B. HARR

ESTABLISHED 1893
 INCOME TAX DEPARTMENT
 61 BROADWAY
 ERNEST H. MALING
 MANAGER

New York City, May 3, 1920.

Pictorial Review Company,
 222 West 39th Street,
 New York City.

Gentlemen:

We have made an audit of the circulation of the March 1920 issue of the Pictorial Review, the results of which are set forth in the Exhibit attached hereto.

We certify that in our opinion the statement presented herewith is correct, as nearly as it is possible to verify the same without examining in detail each subscription and each subscription order. We did, however, select a number of names at random throughout the list, checked them back to the original orders and cash payments, and in no case did we find any unpaid circulation classified as paid.

Respectfully,

Searle Nicholson Oakley & Lill
 Certified Public Accountants

This audit shows a net paid circulation for March 1920
 for the previous 2

SEARLE, NICHOLSON, OAKLEY & LILL

CERTIFIED PUBLIC ACCOUNTANTS

52 BROADWAY

NEW YORK

ED 1893
DEPARTING
ADWAY
M. MALING
AGER

SEARLE, C. R. A. (N. Y.)
NICHOLSON, C. P. A. (N. Y.)
OAKLEY, C. P. A. (MASS.)
LILL, C. R. A. (N. J.)

EDWARD B. HARR

ESTABLISHED 1893

INCOME TAX DEPARTMENT

51 BROADWAY

ERNEST M. MALING
MANAGERPICTORIAL REVIEWSTATEMENT OF CIRCULATION OF

MARCH 1920 ISSUE

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PAID MAIL SUBSCRIPTION COPIES -	1,088,011
NET SALES THROUGH NEWSDEALERS -	861,969
BULK SALES - INCLUDING SINGLE ISSUES, AND SUBSCRIPTIONS TO LIBRARIES, ETC.	<u>552</u>
TOTAL NET PAID -	1,950,532

CANVASSING AGENTS, ADVERTISERS,
ADVERTISING AGENCIES, SPOILED
COPIES, REPLACEMENTS OF LOST
COPIES, FILE COPIES, AND OTHER
UNPAID CIRCULATION, REPRESENTING - 29,469

TOTAL DISTRIBUTION -	1,980,000
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March 1,950,532. For February it was 2,011,715, and
previous issue 2,011,013.

Lane Block

to start price cutting, based on bald untruths in regard to quotations made to him. We have to-day come to a position of preferring to take the word of a competitor than the word of a customer.

"Third, through association work we are able to present united front on all questions of vital interest to the industry, such as tariff, legislation, supplies of raw material, and co-operative advertising. We have committees at work on these matters, and with the help of our commissioner, we accomplish a great deal of good for the industry as a whole."

The other side of the subject will be taken up in a following article.

Now It's Jonteel Smoking Tobacco

The United Drug Company of Boston, according to an announcement published in the May 11, 1920, issue of the Official Gazette of the U. S. Patent Office, has applied for registration of the word "Jonteel," together with the figure of the well-known bird, to be used this time in connection with a smoking tobacco.

G. W. Anderson with New York Publisher

G. William Anderson, formerly with the Miller Rubber Company, Akron, Ohio, has joined the Gardner, Moffat Company, Inc., publisher of the *The Tire Trade Journal*, New York. Mr. Anderson was at one time on the staff of the Gates Rubber Company of Denver.

Men Won't Work Nights; Paper Changes Time of Issue

The Red Bluff *Sentinel*, a daily published at Red Bluff, Cal., has changed from a morning to an evening newspaper. The management states that this change has been made necessary by the difficulty of securing workers willing to work nights.

French Canadian Rural List Appoints Representative

A. R. Keator has been appointed national advertising representative for the French Canadian Rural list, with headquarters in Chicago. He expects to handle this list through branch offices in Boston, New York, Philadelphia and St. Louis.

Combination of Farm Implement Manufacturers

Seven eastern farm implement manufacturers have consolidated and incorporated under the name of Bateman and Companies, Inc. The authorized capitalization of the new company is \$12,000,000. Executive offices have been established in New York and the following officers elected: Fred H. Bateman, president; Philip N. Curtis, vice-president, in charge of sales; Frank B. Bateman, secretary; Frederick J. Hillman, treasurer. Earl W. James, advertising manager of the Bateman Manufacturing Company for the past three years, will be in charge of the advertising department of the new organization.

The companies entering the consolidation are: Bateman Manufacturing Company, Grenloch, N. J.; Bateman-Wilkinson Company, Limited, Toronto, Canada; Belcher & Taylor Agricultural Tool Company, Chicopee Falls, Mass.; McWhorter Manufacturing Company, Riverton, N. J.; Duane H. Nash, Inc., Millington, N. J.; Cutaway Harrow Company, Higganum, Conn., and the Richardson Manufacturing Company, Worcester, Mass.

Carnation Milk Products Sales and Earnings Increase

The Carnation Milk Products Company reports that gross sales have increased from \$7,906,820 in 1914, to \$36,794,687 in 1919. The average net earnings of the company for the last ten years after interest, all taxes and depreciation, are reported as \$1,022,459. Average net earnings for the last five years have been \$1,550,073.

Black Cat Textile Company Changes Name

The Black Cat Textile Company, of Kenosha, Wis., announces that hereafter its corporate title will be The Allen A Company. As in the past, Black Cat Hosiery and Cooper's-Bennington Spring Needle Underwear will be produced and marketed under the same labels.

C. R. Matson with Cleveland Trust Company

Carl R. Matson has become advertising manager of the Cleveland Trust Company, Cleveland, Ohio. For the past two years Mr. Matson had been directing the publicity of the Cleveland Welfare Federation. Previous to that he was with the Cleveland *Plain Dealer*.

New Account with Frank Agency

The Chicago office of Albert Frank & Co., advertising agency, New York, has obtained the account of Ed. D. Smith & Sons, Salt Lake City, Utah.

Reaching 110 Million Hardware Buyers

SOME 50,000 dealers in hardware are serving the entire population of the United States.

On an average, then, each dealer is supplying the hardware needs of 2,200 people.

Each dealer represents an opportunity for you to cultivate approximately 2,200 hardware buyers.

Therefore, if you are confining your advertising effort to 20,000 of these dealers and withholding your story from the remaining 30,000, you are passing up an opportunity to influence vast numbers of hardware users.

Think this over. Every hardware dealer that you add to your list of customers represents, on an average, an increase of 2,200 names on your prospect list.

Aren't they worth going after? Do they not provide an inducement for you to cultivate the whole field?

The magazine GOOD HARDWARE provides the opportunity. It takes the message of the advertiser to every hardware dealer whose name and address can be secured.

GOOD HARDWARE

**W. LINFORD SMITH, Publisher
PITTSBURGH, PA.**

MERWIN B. MASSOL, Business Manager, Pittsburgh, Pa.

FRANK C. THOMAS, Eastern Manager - 116 West 39th Street, New York
W. B. CONANT, Western Manager, State-Lake Building, Chicago
A. D. MCKINNEY, Southern Manager . . . Post-Dispatch Building, St. Louis

Mother's Magazine and HOME LIFE



The House on the Hill

*—And what it means to more,
than 700,000 American homes*

ON the top of Mount Airy on the Hudson River just out of New York City is the headquarters of the medical department of MOTHER'S MAGAZINE AND HOME LIFE.

It is here that Dr. Galland lives and works—it is here that he prepares his articles for the magazine—it is here that he answers the thousands of letters that come to him from its readers.

Mother's *Magazine and* HOME LIFE

His files are packed with letters from grateful mothers. Pick up some of them and see how they read, for yourselves: "You saved our last baby's life and we are coming to you with one." Another letter: "Two of our children died, but we sought your advice in time to save the last two, they are now fine healthy boys." Still another: "Our baby was dying when your letter came. Our physician followed your advice about the food, and our baby came through. You can never know how thankful we are." And so on they run.

Thus the house atop Mount Airy has become in reality a great national maternity center. Thousands upon thousands of babies will grow into a healthier, happier childhood—into a more complete manhood and womanhood because of the work in the house on the hill.

Entire communities are being awakened to the necessity of safeguarding the health of their babies and children by the constructive campaign planned and written there and carried out in the pages of MOTHER'S MAGAZINE AND HOME LIFE.

Shakespeare on the Copy Staff

Quotations That Seem to Have Been Inspired by an Investigation of Roller Bearings

By Jonathan John Buzzell

Advertising Manager, Hyatt Roller Bearing Company, Detroit

"A MAN in his time plays many parts"; but that Shakespeare so long after his time should play the part of advertising copy writer, could he have foreseen it, would probably have caused that estimable gentleman to exclaim: "That it should come to this" (Alas, poor Yorick!). And yet could Shakespeare walk into any leading theatre in New York, Chicago or Detroit during the present theatrical season he might read one of his own advertisements in the theatre programme where a campaign is being run by the Hyatt Roller Bearing Company. This campaign consists of a series of forty advertisements, every one of which was written by none less than William Shakespeare. The campaign covers a period of forty weeks, each advertisement running for one week.

At first thought it would seem highly improbable that Shakespeare ever wrote anything that would express in a forceful way any of the qualities of anti-friction bearings for automobiles, yet such seems to be the case. It would be difficult to find language more forceful and to the point than that contained in some of this advertising copy. One or two of these advertisements were thought of, and then a diligent search disclosed that Shakespeare is as full of Hyatt advertisements as an egg is full of meat. A Shakespearean scholar was given the task of finding this advertising material, and he set to work to "observingly distil it out."

All this came about when the idea man was endeavoring to work up a campaign plan that would link up closely with the theatrical atmosphere. He was seeking something "different" and something which would be attention compelling in theatrical sur-

roundings and which would put over the thought of "Hyatt Quiet Bearings for Automobiles."

Of course in any other medium than theatre programmes this series of advertisements would be out of place and exceedingly far fetched, but having been conceived for the special medium in which they appear, they

Shakespeare on Hyatt Quality



"Left unseen, a wonderful piece of work:"

Antony and Cleopatra, Act 1, Scene 11



**HYATT
QUIET
BEARINGS**



ONE OF AN UNUSUAL SERIES, IN WHICH THE MASTER DRAMATIST PLAYS THE ROLE OF COPY WRITER

bear out the atmosphere and design for which they were created. The idea man's first thought was "O, for a muse of fire, that would ascend the brightest heaven of invention," and second "An honest tale speeds best being plainly told." To be sure, who could tell a tale more plainly than Shakespeare? Sure enough, upon investigation it was found that Shakespeare had written some of the best possible copy for this

advertising. The copy was both plain and forceful—what more could be desired?

Then soothingly came the thought to the poor copy-hound "Cudgel thy brain no more about it" and forthwith said copy-hound proceeded to select some of the many Hyatt advertisements which Shakespeare had written and comforted himself with the thought that here were the advertisements "from which the world should note something particular." At this point "with method in his madness" he proceeded to classify this copy under various headings, such as "Shakespeare on Hyatt Dependability," "Shakespeare on Hyatt Smoothness," "Shakespeare on Hyatt Strength," "Shakespeare on Hyatt Service," "Shakespeare on Hyatt Economy," "Shakespeare on Hyatt Quietness," "Shakespeare on Hyatt Endurance."

Pictorially, the campaign is tied up closely with the copy. In each advertisement is shown the stage setting, with the characters in appropriate costumes representing the scene in which the quoted lines are spoken. What could be more appropriate and more in keeping with the atmosphere of the reader of a theatre programme? The illustrations are executed by an artist who can grasp the spirit of the work and the sketches are reproduced in line from drawings made with white on black background with hand lettering; the whole effect is that of old wood engravings. An automobile in silhouette is shown in the border at the bottom.

This Shakespearean copy has made "A Hit, a very palpable Hit," because of its uniqueness and its dramatic style, presented in a dramatic atmosphere. The copy man continues to say to himself, "I bear a charmed life." Even though there may be danger that some extreme Shakespearean worshipper may say that the "offense is rank, it smells to Heaven," there has been already enough favorable comment from disinterested sources to assure that, considered in the light of accomplishing the desired results,

the campaign is highly successful. This, after all, is the only criterion, because the public will judge in the spirit of "As you like it."

Brain Workers' Union Grows

The Brain Workers' Union, or Confederation des Travailleurs Intellectuel, founded in France a few months ago, now reports a membership of over 200,000.

The object of the union is to raise the standard of knowledge as the first step to common action. The programme that is being prepared includes claims for: First, minimum salaries, according to the needs in each profession; second, obligatory contracts suited to each profession; third, pensions after twenty-five years' service in one house or institution if the members are over fifty-five years of age; fourth, a minimum indemnity in case of dismissal; fifth, payment for all work accepted, whether used or not; sixth, professional priority in engagement.

The means by which the union intends to carry out this programme includes, as well as propaganda, direct access to parliamentary commissions, municipal authorities, chambers of commerce, and even ministers; intervention by a central body and the right of arbitration in case of conflict between any group of adherents and their employers, and in the last resort partial or general demonstrations which vaguely threaten strikes.

Newsprint Soared After Civil War

Felix Agnus, of the Baltimore *American*, issues a warning in that paper against too rapid reduction of prices, comparing present conditions with those existing in the reconstruction days following the Civil War. Speaking of newsprint, Mr. Felix says: "I recall that newsprint paper reached the high price of 22 cents a pound, but a break came and paper dropped to one cent and nine mills, and all other commodities tumbled accordingly, for the rocket (inflation) had to come down, and in its fall great financial disturbances were caused, many overstocked traders and manufacturers being crowded to the wall and plunged into bankruptcy."

Truscon Laboratory's New Advertising Manager

H. G. Doering, advertising manager of the Napier Saw Works, Inc., Springfield, Mass., has been appointed manager of the advertising and sales promotion departments of The Truscon Laboratory, Detroit, effective June 1.

New advertising accounts secured by Critchfield & Company, of Chicago, are the Automatic File & Index Co., of Green Bay, Wis., and the Elyria Canning Co., of Elyria, O.



THE West Virginia Pulp & Paper Company mark protects you on quality and uniformity. Every case is labeled with our guarantee mark. The following distributors are ready to serve you with samples. Be sure your name is on the mailing list of our nearest distributor so that you receive the Mill Price List monthly.

DETROIT . . .	The Union Paper & Twine Company
CLEVELAND . . .	The Union Paper & Twine Company
CINCINNATI . . .	The Chatfield & Woods Company
PITTSBURGH . . .	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA . . .	Lindsay Brothers, Incorporated
WASHINGTON, D. C.	R. P. Andrews Paper Co.
NORFOLK, VA.	R. P. Andrews Paper Co.
YORK, PA.	R. P. Andrews Paper Co.
NEW YORK . . .	The West Virginia Pulp & Paper Co.
CHICAGO	The West Virginia Pulp & Paper Co.

THE WEST VIRGINIA PULP & PAPER CO.
NEW YORK: 200 Fifth Avenue

THE Westvaco brands itemized in the Mill Price List are paper values, guaranteed by The West Virginia Pulp & Paper Company, the world's largest book paper manufacturers. The Westvaco label on every case is an important mark. It identifies quality and uniformity. It is the signature of The West Virginia Pulp & Paper Company.



The Mill Price List



Velvo-Enamel.
Marquette Enamel.
Sterling Enamel.
Westmont Enamel.
Pinnacle Extra-strong
Embossing Enamel.
WHITE INDIA
Westvaco Ideal Litho
COATED ONE SIDE
Westvaco Super.
Westvaco M.F.
Westvaco Eggshell
Minerco Bond.
WHITE PINK BLUE CANARY GOLDBERG
Origa Writing.
WHITE CANARY
Westvaco Index Bristol
WHITE BUFF BLUE SALMON
Westvaco Post Card



WEST VIRGINIA PULP & PAPER CO.

CHICAGO: 732 Sherman Street

Tailors' Exchange Advertises to Refute Profiteering Charge

Philadelphia Merchant Tailors Use Series of Newspaper Advertisements to Prove Their Price Increases Have Been Reasonable Compared with Those of Other Articles of Wearing Apparel

THE merchant tailors of Philadelphia do not deny that there is profiteering at large in the world. But they do resent people pointing at them and saying "Thou art the man."

Moreover, they realize that there are many people who, not knowing where the high cost of living comes from, and having only notions as to who are the profiteers, spend a lot of their time these days singling out one trade after another—not forgetting the merchant tailors—and blaming them for the high cost of living, and charging them with profiteering.

Knowing this condition to exist, the tailors of Philadelphia comprising the membership of the Merchant Tailors' Exchange have been conscious of the fact that some of this criticism has been leveled at them. They feel that such criticism is unjust, and to combat the charges and allegations of profiteering they have been conducting an advertising campaign in the Philadelphia papers.

Under such captions as "Some Facts—and Figures," and "More Facts—and Figures," they have been having some plain matter-of-fact talk, not only with their customers, but with the public at large. In space two columns wide and seventy-five lines deep, they have been printing "Facts and Figures" concerning the relative increase in cost of various articles, and the increased cost in made-to-measure clothes. They cite the fact that collars that a little while ago sold "two for a quarter" are now selling for thirty cents apiece! That shoes are costing almost three times as much as

they used to cost. Whereas, they declare that "a good suit three years ago cost a man \$50, made-to-measure, and costs him \$100 now—and so on up the line—that is only twice as much as formerly."

"The cost of good clothing," say these tailors, "has not advanced in proportion to many other things—yet persons are growing hysterical and forming clubs to dispense with suits and to wear overalls."

"Therefore," ask the merchant tailors, "why not go without collars and shoes—since they cost so much more than formerly?"

Charles Du Bree, secretary of the Merchant Tailors' Exchange, said the other day that the members of the organization felt that they were doing an injustice to themselves in permitting thoughtless criticism to be leveled against the tailoring business, and they felt that the surest and best way to prevent their side of the question was through paid advertising in the newspapers.

A "Constant Reader" Comments on the Pears' Soap Jingles

EAST ORANGE, N. J., May 19, 1920.

Editor of PRINTERS' INK:

I am not a "white-haired grandparent," but I well remember the Pears' Soap advertisement reproduced in the Schoolmaster's department, and assure you it was a striking piece of publicity.

As for the "utterly incomprehensible phrase"—I fancy that there was hardly a home of that period which did not display a copy of the "Jackdaw of Rheims," and its clever rhymes were as familiar to us as an allusion to Woodrow Wilson would be to-day.

ARTHUR MILES DUNBAR.

Standard Rate and Data Service Has New York Office

Albert H. Moss, who has recently had charge of the Chicago office of the Standard Rate and Data Service, Detroit, has been appointed New York manager of that organization. A permanent office will be established in New York.

Larson & Staff Now Larson & Crouch

The firm name of C. R. Larson & Staff, New York, has been changed to Larson & Crouch.

583,229

was the daily average net paid circulation

of the

NEW YORK  JOURNAL

for the

week ending May 29, 1920

The largest circulation of any daily
newspaper in the United States—

3 cents per copy

This Remarkable Circulation at **THREE CENTS**
per copy gives the advertiser using the
New York Evening Journal both

Quality and Quantity

*A Paper for Progressive and
Prosperous People*

The New York Evening Journal is a member of Audit Bureau of Circulations

WANAMAKER'S doesn't reduce

SILK, wool and other merchandise prices may decline but they don't affect petroleum.

For the U. S. is more than a *million barrels a month short on oil* and will be for some time to come, though more than a billion dollars are being spent this year to find more of it. Government officials are fearful that the shortage may continue—the deficit to be made up by oil produced abroad and imported. Europe is just starting its big use of oil and it must largely come from this country for a long time to come.

That the shoe manufacturer may have to shift to another grade of shoe, that the woolen mills and clothing manufacturers may have to use cheaper cloth—even though they may lose money in the shifting—will not cut down the number of machinery bearings that will have to be cooled by petroleum lubricants. In fact cheaper products may mean more products and more oil.

The automobile industry can shut down but still the oil industry will have to keep humping to supply gasoline to the cars already in use.

The farmer may be short of hands—if so he will use more motor cars, trucks, tractors and oil and gasoline engines to get what crops he can plant and harvest single handed—save for his petroleum power assistant.

The world is short so many necessities that it must keep working at something somewhere. Though there may be periods of leisure while people shift from one line to another, wherever they go or whatever they do, they are going to use oil and gasoline and lots of it.

Petroleum is a fundamental industry—in fact *no fundamental industry can operate without it*.

The tribulations of the jobber who is long on silk, or the merchant who has too many winter suits, are still way up on

PRICE SLASHING the shortage in oil

the surface of things industrially so far as petroleum is concerned.

The oil industry is going to keep on buying tanks and trucks, pumps and boilers, engines and barrels, and all the vast and varied quantity of machine shop and other material for it to produce the *largest quantity of crude oil in its history.*

Are you ready to go with a real busy industry that's too rushed to know whether it is wearing a silk or a flannel shirt, or any shirt at all?

P. S.—The Standard of Indiana has whooped the price of gasoline another cent.

NATIONAL PETROLEUM NEWS

Published Every Wednesday

The National Petroleum News

812 Huron Road
Cleveland, Ohio

District Offices:

NEW YORK

50 East 42nd Street
CHICAGO

432 Conway Building

TULSA, OKLA.

408 Cosden Building

FT. WORTH

518 Texas Bank Building

HOUSTON

303 Lumberman's Bank
Building

**Blankets the oil
industry with
the largest
A. B. C. net-paid
no - arrears cir-
culation.**

Heating Apparatus Manufacturers

YOU would like to interest the purchasing agents of an organization that now has 2,700 club houses and is opening a new one every five days.

You Can!

Plans of the Y. M. C. A. for 1920 cover the expenditure of \$15,000,000 for building, of \$14,000,000 for new equipment, and of \$6,000,000 for replacing the old.

Y. M. C. A. club houses must be warm, cozy and attractive. Your apparatus is needed to make them so. *Get your share of this business.*

An analysis of the paid subscribers to ASSOCIATION MEN shows the following classification.

Business Men and Manufacturers.....	38.4%
Bankers	4.2%
Professions	15.2%
Office Executives	19.3%
Religious Leaders	16.9%
Miscellaneous	5.4%

The above represent men of unusual buying power

Write "Association Men," the official magazine of the Y. M. C. A., for full details of the effective way to reach this big field.

Our service to advertisers insures unusual results. Ask about it.

347 Madison Avenue
New York City
New York

Western Office
19 So. La Salle Street
Chicago

Thrifty Habits Increasing Among All Classes

The Old Clothes Movement Finds Devotees Among Those Who Could Afford New Ones

WHEN the strike of the elevator operators was hardly an hour under way the owner of a luxurious apartment in upper New York decided that the better way to overcome the strikers was by action rather than by words. He is a man estimated to be worth twenty millions and is one of the executives in a very great industry. Without any hesitation he put on an old suit, stepped into one of the elevators and began running it. He continued to do so for more than a week, working five or six hours a day. Other men of wealth who occupied apartments in the building took heed of his example, and they too ran the elevators, even going so far as to fix the number of hours for operating so that there could be an exchange of operators.

This incident is only one of many which illustrated the willingness of men whose hands are not hardened by actual labor to relieve the labor situation in New York City. It also illustrates a prevailing and rapidly increasing feeling not only in New York but apparently throughout the United States that the time has arrived for the public to reveal its lurking strength so that interruption of transportation and of the delivery of food supplies by reason of strikes can be met and overcome.

Some have called the almost nation-wide movement to adopt blue jeans or denim for clothing no more than a fad, likely soon to die out. But while the use of cheap cloth of this kind for clothing may not be long continued, nevertheless there is undoubted disposition to exercise enforced thrift and establish a silent boycott which will serve to put an end to the excessive cost of many commodities.

A few examples may serve to give an excellent idea of the strength of this disposition and

of the probability that it will be continued and increased.

A man of wealth, finding that he was in need of an overcoat for early spring wear, called upon his tailor to learn what the charge would be for a garment of this kind. He was told that it would be not less than \$175, and if the best quality of goods was used, \$200. He thereupon said that as a matter of principle he would not buy an overcoat. He turned to his cast-off garments, found an early spring overcoat which he had purposed giving away, took it to a small tailoring shop and had it renovated at a cost of \$10. And he now shows it with pride to his friends.

A New York business man who is associated with a very large commission house has been accustomed for some years to buy his clothes from a Chicago house. The traveling salesman of that house called upon him a day or two ago hoping to secure the usual spring order for a suit of clothes. Heretofore this man paid about \$60 for a suit. When he asked the salesman what the present price is and was told that suits of the kind he wore were now commanding \$130, he told the salesman that he would wear his old suit. He has begun to do so.

The so-called overalls or blue jeans fashion which was begun as a protest against the high price of commodities is likely to result in the establishment of thrift of a kind not hitherto practiced by men or women of wealth or of comfortable incomes. They are having their clothes pressed and overhauled. We are likely to see through the summer many persons who have heretofore been scrupulous about their wearing apparel now appearing in well repaired garments, looking upon even patches or the evidences of repairing as badges of honor.

A few days ago the wife of a man who formerly was a prominent operator in the Stock Exchange, but who has retired with a comfortable fortune, was on the point of buying a new spring hat. It suddenly occurred to her that if her husband could have his old clothes repaired and retailored it might be the better part for her to see whether she did not have in her closet some hats which she had discarded. She found one whose straw was good. The crown had been white, but was somewhat discolored from wear; the brim was black leghorn. She took this hat to a modest milliner and was rejoiced to find that with a little treatment so that the crown and brim would be of the same color and with a little trimming she could secure a hat that would be quite as available as a new one. The restored hat cost her a little over \$5.

The underlying feature in all these efforts to beat the high cost of living is to be found in the fact that there is thereby encouraged a sense of thrift heretofore not conspicuous in men and women of wealth or even of moderate incomes. Therefore as a result of this campaign which is likely to be extended and become general, there may be established a habit even with the wage earners who are now spending freely, which will be of inconceivably important influence in teaching all the people the lessons of thrift.—"Holland," in *Wall Street Journal*.

Idea Swipers May Get Publicity

THE National Vigilance Committee of the Associated Advertising Clubs of the World is considering adopting a policy which may favor the publishing of the names of advertisers who filch ideas of others. H. J. Kenner, executive secretary of the National Vigilance Committee, informs PRINTERS' INK that "The attention of the National Vigilance Committee has been called

quite recently to a number of instances in which advertisers have used cuts, slogans and designs previously used by other advertisers. In most of the cases when the matter has been called to the attention of the offender he replied immediately stating that the offense would not be repeated, and because of the desire of the Committee to do its work in the most constructive fashion, no publicity has been given the matter.

"In none of the instances to which we now refer was there any intention to mislead the public into believing that they were dealing with any other than the company whose name was signed to the copy, and no fraud on the public was possible. But we have always maintained that it takes brains to make the truth attractive. The ability to do that particular thing is the stock in trade of the best advertising men of America. If truth-in-advertising will pay in the cash drawer, as we maintain it will, the men who know how to make the truth attractive will stand as a constant force in favor of that proposition, and they must be protected.

"We have been exceedingly patient in questions of this sort, and we have felt that the mere suggestion was sufficient to handle the matter. Perhaps we are wrong. Perhaps some particularly flagrant offender needs a dose of publicity. We want to be constructive, and if we should come to the conclusion that publicity is essential to constructive action, we may change our methods and handle these matters on an entirely different basis."

Joins Public Service Corporation of New Jersey

Mrs. L. B. Myers, recently a member of the copy staff of the Elliott Advertising Service, Inc., Rochester, N. Y., has been made advertising assistant with the Public Service Corporation of New Jersey at Newark, N. J.

If the shortage of print paper continues we shall expect the newspapers to begin giving premiums to folks not to subscribe.—High Point, N. C. *Enterprise*.

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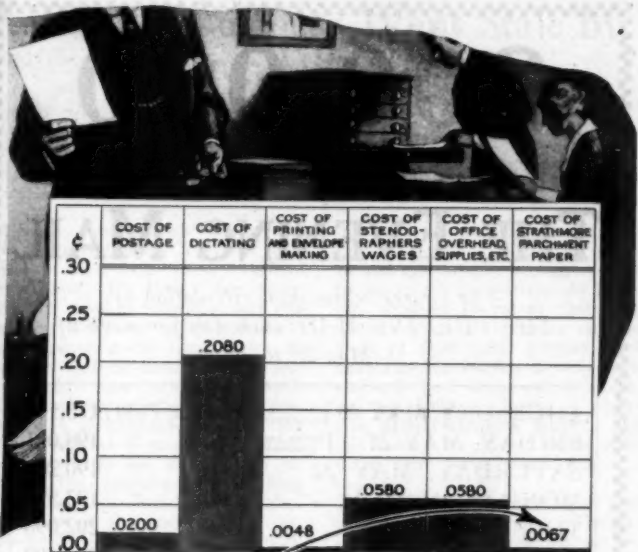
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Paper is a small item in the cost of your letters

PAPER, the most important item in the impressiveness of a letter, is one of the least important items in its cost.

The real cost of a letter is the cost of dictation, stenographic wages, overhead, postage, printing and envelope making, as shown in the chart above.

These are unavoidable expenses, totalling thirty-five cents and a fraction per letter, *whether you use the cheapest bond or Strathmore Parchment!*

The only difference the *paper* cost makes, is in the size of that fraction, but the difference in impressiveness is almost 100%

If you use the cheapest bond paper you can mail mediocre letters at \$0.3518 per letter. Or you can mail letters with the *Strathmore Parchment* look at \$0.3555 per letter.

Which shall it be?

We will gladly furnish additional interesting data and samples upon request. Strathmore Paper Company, Mittineague, Mass., U. S. A.



STRATHMORE PARCHMENT one of the
STRATHMORE EXPRESSIVE PAPERS

200,000

Now the Circulation of

THE EVENING MAIL

The figures below show circulation of
THE EVENING MAIL each day for week of
May 20 to 26

THURSDAY, MAY 20	[All evening papers except Journal at 2c]	(Net Paid)	175,144
FRIDAY, MAY 21	[Evening Journal and Globe sold at 2c]	" "	198,001
SATURDAY, MAY 22	- - -	" "	190,209
MONDAY, MAY 24	- - -	" "	193,592
TUESDAY, MAY 25	- - -	" "	202,090
WEDNESDAY, MAY 26	- - -	" "	*202,100

*Approximate—This figure may vary a few hundred on complete returns

AND IT IS STILL CLIMBING

In Advertising—

THE EVENING MAIL'S Advertising Gains Are Larger
Than Any Other Evening Paper Except the Evening
World

ADVERTISING GAINS OF NEW YORK EVENING PAPERS:

Statistics compiled by N. Y. Evening Post and comparison made with same months of 1919

	World	MAIL	Sun	Post	Globe	Journal	Telegram
	Columns	Columns	Columns	Columns	Columns	Columns	Columns
January	1130	795	1294	466	674	615	280
February	646	427	333	201	347	157	402
March	1171	917	526	285	626	305	213
April	451	732	6 Loss	358	411 Loss	380 Loss	195 Loss
Up to & including May 24.	501	509	28	314	179 Loss	204 Loss	374 Loss
TOTAL GAIN OVER 1919.	3899	3383	2177	1624	1057	493	904

THE EVENING MAIL

NEW YORK

When a Business Went Stale by Taking Too Much for Granted

How "Use" Advertising Resurrected It

By A. D. Albin

IN my home town there lived for many years a grocer who was in most respects an excellent merchant. He ran a fine store, carried good merchandise and was always courteous to his customers and exacting in his service to them. But he finally failed, and for only one reason—he took too much for granted. In a sense, he was a colossal egotist. He knew that as a grocer he ranked close to 100 per cent. And he made the mistake of assuming that everyone else knew it also. Because of this unwarranted assumption, he made no attempt to get business.

"I am the oldest grocer in town," he was fond of saying. "My store is about the finest in the State. Everybody in these five counties knows me. They know that I can sell them groceries of the highest quality for less than they can buy them elsewhere."

But in all of these cock-sure statements he was wrong. He got along pretty well for a number of years, but when three or four energetic chains came to town it wasn't long before our egotist had to bite the dust.

Business men in all lines frequently make the mistake of taking too much for granted, just as this grocer did. They base their business-building plans on pure assumptions, which often turn out to be falsely founded. Even advertising campaigns are sometimes built on conclusions which are nothing more than surmises.

The taking-too-much-for-granted attitude can manifest itself in various forms. Often it is the state of mind that retards not only a single business, but also makes the whole industry sluggish. Maybe the view gets abroad

in the trade that things in that line are not so good as they might be and the thought becomes father to the fact. Or perhaps the opinion becomes prevalent that only about so much business can be done in that field, anyway, and since this volume has already been attained there is no use in exerting any further effort. A negative, falsely-assumed attitude like this toward its market is the only thing that holds back many a business.

I know one business that was affected in this manner. The inside facts that developed in relation to it were given me in the strictest confidence. I am, therefore, not permitted to reveal the identity of the institution in question. For convenience, let us call it a food concern. Like food, it is a staple and the methods used in distributing it are similar to those employed in the food business. So, for our purpose, the comparison is an appropriate one.

BURDENED WITH TRADITIONS

The trade in this line, or at least a goodly portion of it, became obsessed with the notion that this product was so staple that it did not need to be aggressively sold. About so much of it would be sold every year, regardless of what happened. Every housewife was familiar with the article, and when she needed it she phoned her grocer and ordered it. It would be useless, so these folks reasoned, to try to increase the sale that developed in this normal way.

About two years ago new blood came into this old business. The incomers were not handicapped by any of the traditions of the industry. They viewed the sales

possibilities of the line without any mental restrictions as to what could be done. These men saw no reason why this product, as far as its sale is concerned, should be any different from automobiles, chewing gum, canned beans or any other product. It was only reasonable to suppose that its sale could be increased by energetic pushing. The new owners determined to put their convictions to the test. The intensive, reason-why copy which the company is now running is a result of that determination.

Before coming to this decision the management had a questionnaire sent to the trade, both retailers and jobbers, inquiring as to the condition of their stock of this particular product. More than 10,000 replies were received, and of these 91 per cent claimed they had over a year's supply on hand.

Those replies show exactly what was wrong with that business. When so large a number of distributors declared with such unanimity that they had enough stock on hand to last over a year it indicated a mental attitude toward the proposition that was not healthy. The attitude lacked confidence and aggressiveness, both of which are so necessary to successful selling.

Yet there was nothing fundamentally wrong. A lot of the food was being sold right along and the only reason that more was not being sold was because dealers and jobbers believed it could not be sold. They accepted the situation as inevitable and did nothing to better it.

If you asked one of these men why more of this food was not being bought, the chances are that he would give you a most elaborate answer. Perhaps he would be able to figure it out for you mathematically. He would cite figures showing that the American people are varying their diet to such an extent that they no longer eat so much of the old staple foods. He would tell you of the great increase in urban population and that the people liv-

ing in cities never were buyers of this particular article.

NEW POLICY'S ACCOMPLISHMENTS

While all the arguments of this trade pessimist are well enough founded, the subsequent experience of the company shows that a whole market does not vanish just because part of it wanes. What remains can be developed intensively and made to yield more than ever before. People can be brought to use an old product for new, or at least uncanny purposes.

The general lassitude in this business had reflected itself in the sales chart of the organization. When the new selling policy was inaugurated, the sales line and the production line on the company's graphic barometer had been running apart for three years—the former slightly downward and the latter a little upward. As a result of this disparity, millions of dollars' worth of unsold goods had accumulated.

Getting rid of the huge stock that had piled up presented a nice problem. How was it to be solved? Would lowering prices accomplish it? In view of the fact that the prices were even then considerably below the current cost of production, reducing them further was out of the question. Anyway, what good would a price reduction do when the market was already glutted? Lowering prices does not make any impression on a congested market.

Logically the only thing to do was to stimulate the market. Put pep into it. Change the attitude of those thousands of distributors who believed that the product could be sold only when people asked for it.

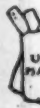
This was the policy decided upon. In explaining it, the president of the company said: "Our new methods were based upon a belief that merchandise must be sold rather than demanded and that one must have confidence in his goods and in the people, and back up that confidence with a firm and aggressive policy if he is to win."

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who reads it?

Who reads THE MAILBAG? We were pretty sure we knew but we wanted to *make sure* we were pretty sure. So we asked some of our subscribers—5000 of them—to tell us what position they held. 1102 told us. Here's a digest of what they said:

Advertising Manager . . .	202	Assistant Secretary . . .	6
Proprietor . . .	190	Superintendent . . .	5
President . . .	106	Business Manager . . .	5
Sales Manager . . .	96	Credit or Collection Manager . . .	5
Manager . . .	88	Cashier . . .	5
Secretary [or Sec'y and Treas.] . . .	86	Editor . . .	5
Partner in Business . . .	30	Chief Clerk . . .	4
General Manager . . .	26	District Manager . . .	4
Salesman . . .	25	Purchasing Agent . . .	4
Branch Manager . . .	24	Auditor . . .	3
Vice President . . .	22	Minister . . .	3
Department Manager . . .	22	Art Director . . .	2
Treasurer . . .	20	Assistant Cashier . . .	2
Manager Sales Promotion Dept. . . .	18	Engineer . . .	2
Assistant Manager . . .	16	Accountant . . .	2
Principal, Instructor or Teacher . . .	14	Assistant Treasurer . . .	2
Private Sec'y, Stenog. or Clerk . . .	13	Assistant Branch Manager . . .	2
Assistant Advertising Manager . . .	9	Assistant Purchasing Agent . . .	1
Circulation or Subscript'n Mgr. . . .	7	Bookkeeper . . .	1
Manager Service Department . . .	6	Librarian . . .	1
Office Manager . . .	9	Buyer . . .	1
Assistant Sales Manager . . .	8		
		TOTAL	1102

Multiply each of the above by nine and you have a rather accurate survey of the total reader classification of THE MAILBAG, and a fairly definite answer to the question—*who reads THE MAILBAG?* We say "rather accurate" and "fairly definite" because we have definite knowledge on only one-ninth of our circulation, but we feel it is fair to assume the other eight-ninths would average the same.

We're proud of this showing. It shows a high average of advertising-buying power, doesn't it? It proves THE MAILBAG is read by *executives*—the class you want to reach—rather than by students or advertising-sellers.

We have long known this—through the *results* our advertisers were securing—but we wanted some decisive way to prove it to you. Here's the story. If you want this kind of an *audience*; if you want to give it your *sales message* twelve times a year; if you want to reach *real buyers*—the MAILBAG's the answer.



The MAILBAG

A Journal of Direct-Mail Advertising
TIM THRIFT, Editor

1800 E. 40th Street,

Cleveland, Ohio

Eastern Manager—S. M. GOLDBERG, 303 Fifth Avenue, New York
Western Manager—W. B. CONANT, 840 State-Lake Bldg., Chicago



(2)



"Grip firmest with the thumbs and forefingers
—they are most important of all to the pur-
poses of the golf grip."

—Harry Vardon
in *Golf Illustrated*

THE grip is important. But stance, perfectly co-ordinated body movement and the *right ball* are big factors in your game.

The New U. S. Golf Balls
U. S. Royal U. S. Revere
U. S. Floater

will help you. Try them.



Buy them from your
pro or at your dealer's.

U. S. Royal \$1.00 each
U. S. Revere 85c each
U. S. Floater 65c each

Keep your Eye on the Ball—be sure it's a U. S.

United States
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Did the new policy work? Well, rather. Sales from January to June that year indicated that the company was to have the worst year it ever experienced. The advertising and new promotional campaign was started in June and resulted in the biggest year that the company had ever known, which seems to prove the fundamental soundness of the conception on which the plan was based.

The big factor, of course, in the development of the new policy was the advertising. Let us take a look at the sales strategy on which the advertising was founded.

BIG STOCK ON HAND, BUT PRICES WERE BOOSTED

The new management saw no reason why the company should sell its stock under the cost of production. Therefore, the first thing that was done was to raise prices 10 per cent. This move galvanized the trade. It injected life into the whole situation. Here the distributors were with what they regarded as a heavy stock of slow-moving merchandise. Naturally, a pile of lethargic goods does not inspire much enthusiasm in the dealer. He is inclined to look on it as a liability rather than an asset. Suddenly a price advance comes along, indicating a moving, going business instead of a dead one. Out of the clear sky the dealer was handed a nice profit on his stock. The company told the dealer to get busy and realize on this advance. He was told that it would be easy for him to do so, as the new advertising would help him.

Shortly afterward another advance was announced to take place on August first. The trade was allowed to place orders in anticipation of the advance. Suddenly distributors realized that their stock wasn't so large after all. Orders began pouring in. Of course, in the meantime, the first advertising broadsides had been getting in their work and that supposed-to-be twelve months' supply had been disappearing before the avalanche of demand.



And It Doesn't Even Mention The Artists

"There's Judge, for instance. Under the editorship of Mr. Perriton Maxwell this old publication has taken its place as the weekly laugh-provoker of America. It is unique in its variety. We can find fifty-seven varieties of humor in one number. It does the thing that spells success—reaches the lowbrow in the highbrow and the highbrow in the lowbrow. In one number we find Richard le Gallienne, Carolyn Wells, Walt Mason, William Rose Benét, Tom P. Morgan, J. E. Waldron, Kenneth L. Roberts, Walter de Maris, and Benjamin de Casseres."

S. J. KAUFFMAN—
from the *New York Globe*.

175,000 Guaranteed
Print order over 250,000

Judge

The
Happy Medium

Keeping Up With The Times

A FACT A WEEK

"GIVE The Washington Times the credit for beginning the active drive for Civil Service retirement, in 1904, and fighting for it continually, in and out of season, until the victory was won."

So says Jacob W. Starr, veteran ex-president of the United States Civil Service Retirement Association.

Washington's population is made up largely of Civil Service employees of the United States Government.

The Washington Times
WASHINGTON, D. C.

Still other advances have been put into effect since to keep pace with increasing costs, and to-day this product is selling for about double what it retailed for two years ago. Nothing better illustrates the changed attitude of the trade than this.

When the company's salesmen returned to the factory in June, as they were wont about that time because the season was finished, they were sent out on the road again. This time they were to "sell." Previously they had been missionary men, leaving the actual taking of the orders to the jobbers. Under the stimulus of the price advance and the new force that the advertising was introducing into the business, the salesmen were able to clean up right and left. The flush of success naturally made them keenly enthusiastic over the new methods and overcame their conservatism. This, by the way, was important, as the hide-bound attitude of the manufacturer's own large organization was one of the most serious obstacles in the path of the product. It was necessary to put over the new ideas in a sensational manner so as to wake up the salesmen and the other employees, who were saying that it couldn't be done.

This easy-going, taking-too-much-for-granted attitude manifested itself in any and every branch of the business that you may have cared to look into. For example, investigation brought out the fact the public did not have enough opportunity to examine the product in question. It was not conspicuously displayed in retail stores. If retailers did not keep it under the counter, they usually had them stuck up in some dark corner, where few of their customers ever saw them. The sale of any product is bound to suffer where all factors concerned in its distribution do not keep a constant sales push behind it. Dark corners anywhere in the merchandising path of a product will impede its sale.

The product is now displayed up in the front of the store. Deal-

Where Do "Good Times" Stop?

*Not with the manufacturer—
Not with the jobber—
Not with the dealer—*

But with the Buyer

How are you going to know when
the people stop buying?

Each year we are in direct touch with
about 1,000,000 families, representing
nearly 5,000,000 consumers, who are part
of the mass who can close factories any
day they decide to stop buying.

These people are scattered in all parts of
America. We know exactly how they
are buying today. We know how they
have bought in every year for 14 years
(including 1907).

If they stop buying again we know what
it is going to mean—and we will have that
information from 6 to 8 weeks before the
manufacturer can get it unless he has a big
corps of trained investigators in the field.

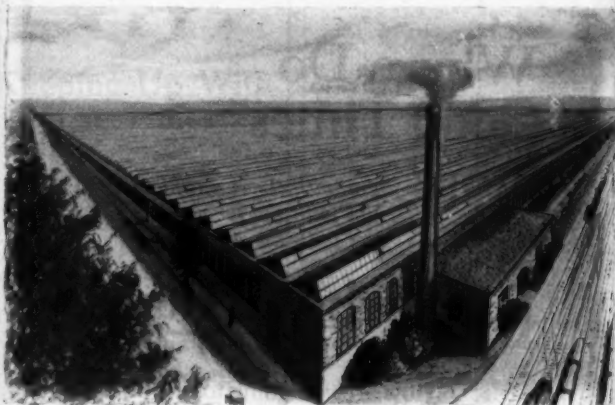
This Buying Barometer is at the service
of our clients. It is a matter vital to
advertising. If you would like to discuss
it with us, write.

Matteson-Fogarty-Jordan Co.
Advertising

140 North Dearborn Street, Chicago

Telephones Central 5620-3621

Advertisement No. 1 of a Series



A Factory Covering Ten Square Miles!

If America's tanneries, shoe factories and the plants making parts, supplies and machinery for shoe factories and tanneries were all under one roof, it would cover approximately *ten square miles*. The Fourth Largest Industry in the Country!

Are you overlooking this gigantic field for the sale of factory equipment?

This "composite" factory would contain the most modern equipment, such as power plants, transmission and electrical equipment, piping, elevators, ventilators, pumps, motor trucks, office supplies and all other equipment demanded by the up-to-date plant.

In a series of "Printers' Ink" advertisements we are going to give you the equipment-selling facts for the three fields which the REPORTER specializes upon editorially and by circulation:

- | | |
|--------------------------------|--|
| 1. Shoe Factories. | } The principal Buying
Units of the Industry. |
| 2. Tanneries. | |
| 3. Directly Collateral Trades. | |

Watch and study these advertisements, for they will be written by the only business paper which specializes exclusively upon these three fields and the one which can best give you the basic merchandising facts necessary to sell factory equipment in this industry.

"The Most Quoted Business Paper in America"

Shoe and Leather Reporter

166 Essex Street, Boston

New York
Philadelphia

Member A. B. C.

Chicago
Rochester

Cincinnati
St. Louis

Member A. B. P. Inc.



ers are told to devote a regular department to it and to keep it bright and attractive and not to give the impression, as used to be the custom, that the store was closing out that line.

In a word, view the business in any way you like and you'll find there is more spirit and energy and enthusiasm in it than before the advertising began to make things over.

Though advertising has accomplished so much for this business, the story of the advertising, itself, may be briefly told. Strange to say, the company is to-day not investing much more in advertising than it has been putting into it for years. But the advertising is of a radically different sort. The old copy was of the dignified, institutional type. It did little more than constantly repeat the trade-name. This advertising was successful to the extent that the name it exploited was one of the best known in America. But the trouble with the advertising, like everything else about this business, was that it took too much for granted. It did not take into consideration the fact, which sales clearly indicated, that the advertiser's market was gradually receding. While everybody knew about the product, fewer and fewer persons were buying it. Apparently there was no reason why they should. No one seemed to care whether or not they bought it.

The new management abandoned institutional advertising for the time being. Instead they launched vigorously into a campaign of "use" copy. Why and how and where this product should be used and can be used is now being hurled at the public from every advertisement.

Experience has shown that what was needed was a type of copy that would go out and make two, three, four and even five sales grow where only one grew before. Creative advertising was needed to stimulate interest in the business. The sluggish trade had to be assailed with arguments and reasons-why. Sales had to be developed, and that took more inten-

sive advertising than was used in the past.

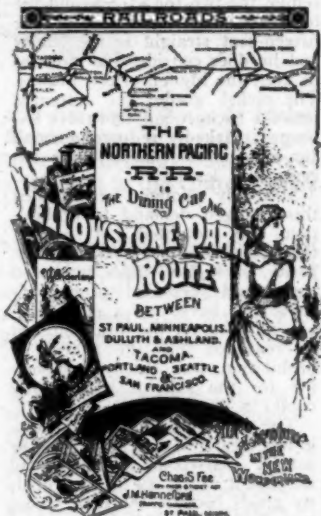
The unprecedentedly large sales which the company is now piling up is a tribute to the new note that is being struck in the copy. The company is no longer taking anything for granted.

Styles Have Changed Since Then

NORTHERN PACIFIC RAILWAY COMPANY
St. Paul, Minn., May 13, 1920.

Editor of PRINTERS' INK:

I am enclosing herewith copy of Northern Pacific ad used in 1887. This was clipped from some magazine, but I have been unable to learn the name of it.



Mr. Fee, mentioned in this ad, is now passenger traffic manager of the Southern Pacific Railway at San Francisco, and the one who received the enclosed. It demonstrates that advertising has lasting value. It is quite different from the kind of copy we have used in the past few years.

I. L. PEIL,
Advertising Manager.

Oneida Community Appoints Canadian Agent

The R. Sykes Muller Co., Limited, of Montreal, has secured the placing of the Canadian advertising of the Oneida Community.

Where John Barleycorn's Money Is Going

Influence of Prohibition on the Sale of Certain Goods—Demand for Smokes, Sporting Goods, Coffee, Milk, Chewing Gum and Candy Has Increased, but Some Other Articles Have Suffered

By C. P. Russell

A CIGAR manufacturer said the other day that the most noticeable thing about his business in recent months was the increased demand for quality smokes. Until a year or two ago the bulk of his sales were made in the cheaper grades—the five cent, the two for fifteen, and the ten-cent straight. But now the fifteen-cent straight is the leader and he does considerable business in even the higher priced brands. The nickel grade has retreated into the background, and there has been a markedly reduced demand for all smokes that sell for ten cents and less.

Strangely enough, he ascribed this changed demand to prohibition. He admitted, of course, that the generally prevailing prosperity, the higher wages, increased costs, and increased profits everywhere, have had a considerable influence on the situation, but he reasoned that the advent of prohibition was chiefly responsible for the sale of high-quality cigars in this way:

The principal outlet for low-grade cigars in the past was the saloon. Bar-rooms as a rule did not find it necessary to stock quality goods because the man whose taste had been muddled by a round or two of drinks was content to accept whatever was handed to him. If he was in a treating mood, he reached into the nearest box and lifted out a handful of smokes that might have been sections of tarred rope for all he or his friends cared.

But the unboozed citizen of today smokes with an unfurred tongue, and is in a condition that will enable him to appreciate a good cigar when he smokes it. Consequently he goes to a reliable tobacco shop, selects his

smokes with discrimination, and is willing to pay a good price for a cigar whose quality he can taste.

Such was this manufacturer's theory about the effect of prohibition on his particular business. It indicates the curious effect on the sale of certain articles that the elimination of the liquor business has undoubtedly had.

For example, take trap shooting. That is something that at first glance could seemingly have no connection with either a wet or a dry state of affairs. Yet it is the testimony of the manufacturers of firearms, ammunition, traps and targets that there has been a noticeable increase in the demand for trap-shooting supplies within the last year.

CONVIVIALITY TAKES IT OUT IN TRAP SHOOTING

A certain manufacturer of trap-shooting outfits was recently surprised to note the number of inquiries coming from country clubs. This market was one that he had long tried to break into, but with only partial success. Suddenly clubs began asking for information all at once. He sought the reason. He got an answer from the chairman of a club's house committee.

"Heretofore," this man said, "a certain proportion of our membership got their outdoor exercise by sitting on the veranda and hoisting highballs. They would get up parties around a table the centrepiece of which was a siphon, and there they would sit hour after hour. Some of them habitually spent their week-ends in this fashion. But imagine their situation now. You can't expect a man to sit an entire Saturday afternoon around a bottle of rasp-

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Reducing the Sugar Shortage

IF IT were not for Colorado and her sister states of Idaho, Utah, Wyoming, and New Mexico, the "sugar shortage" would be much "shorter." Three of these five states produced 44% of all beet sugar manufactured in the United States in 1919.

The state of Colorado alone raised more than one-fourth of the Nation's beet sugar. Colorado Beet Growers were paid \$19,143,000 last year. The total, with her sister states, was \$32,526,000. Exclusive of their sugar beet crop, farmers in this territory produced, in 1919, crops and livestock valued at \$1,169,187,550.

WESTERN FARM LIFE blankets this rich market for you. One in every three rural homes in Colorado gets this paper. In the other states, there is a subscriber for every five farms and ranches. 81% of all subscribers are in these five states. 99% are west of the Missouri river.

WESTERN FARM LIFE is the only farm paper in Colorado that is a member of the A. B. C. The last statement showed a total net paid subscription list of 43,136. For 1920, 55,000 subscribers are guaranteed. This paper *pays* its advertisers. It will pay you, too, and pay well.

**Reaches
The West**

**WESTERN
FarmLife**
Denver - Colorado

**Covers
Its Field**

ADVERTISING REPRESENTATIVES

Wallace C. Richardson, Inc., 381 Fourth Ave., New York City
A. D. McKinney, Post Dispatch Bldg., St. Louis
F. S. Kelly, 464 Peoples' Gas Bldg., Chicago
W. D. Shank, Waldheim Bldg., Kansas City, Mo.

DISPLAY ADVERTISING RATES

The PUBLIC LEDGER

PHILADELPHIA

MORNING

EVENING

SUNDAY

Effective June 1, 1920

All advertising for insertion on week days will be accepted only for morning and evening editions in combination.

POSITION OR CLASSIFICATION	PER AGATE LINE		
	Sunday	Morning and Evening	Sunday and Evening
Run of Paper.....	\$.35	\$.45	\$.50
Page Two.....	.65	.70	.85
Page Three.....	.45	.55	.65
Amusements.....	.40	.55	.55
Political.....	.45	.60	.75
Reading Notices (Foot of Column, Adv. Affixed). First Page.....	3.00	5.00	5.00
Reading Notices (Foot of Column, Adv. Affixed). Inside Pages.....	2.00	4.00	4.00
*SUNDAY PHOTOGRAVURE-INTAGLIO SECTION			
1 Time.....	.55
13 Times Within One Year.....	.50
26 Times Within One Year.....	.45
52 Times Within One Year.....	.40
* { Minimum Space 50 lines. Forms close 12 days in advance date of publication Column measurement 20 agate lines wide, 294 lines deep, 7 cols. wide. 2858 lines to page. Cancellations not accepted within 31 days of publication date.			
Retail Public Ledger, per line.....	.50		
Rate for advertisers using Public Ledger (Morning and Evening), per line.....	.45		

POSITION RATES: When a condition of order and if available. Following or next to reading matter add 25% to rates. Following and next to reading matter add 35% to rates. Last page Public Ledger, daily and specified page Evening Ledger, combined add 25%. Top of page, run of paper, two times the above rate per line. Top of pages 2 or 3, three times the rate per line.

Financial, Insurance and Commercial Advertising Used Within One Year:	PER AGATE LINE		
	Morning and Evening	Sunday and Evening	Sunday Edition
1 Time.....	\$.65	\$.80	\$.65
52 Times.....	.50	.75	.60
104 Times.....	.54
156 Times.....	.52
312 Times.....	.50

No Display Advertising will be accepted for the First page, nor any advertising for Editorial pages.

Recognized advertising agency commission 15% if bills are paid by the 15th of the month following insertion. **NO CASH DISCOUNT.**

Advertising on page 2 limited to one-quarter page or equivalent.

Rates incorrectly stated on orders are assumed to be clerical errors, and charges will be made in accordance with rate card.

berry flip, can you? Nor will his friends come out with him to pass the week-end imbibing buttermilk. These men have got to have something to help pass the time with. They all can't get on the golf course—that's crowded already. Neither can they all get around the card tables. Besides, we want to encourage our members to get out in the open air more; it's better for them and better for the club. So among other amusements we thought of trap shooting. We believe it will interest a certain class of our members whom nothing else would appeal."

Professional psychologists have a good deal to say about the Factor of Compensation. This, reduced down to simple terms, means that men; when deprived of the outlet for their energies or desires to which they have been accustomed, will immediately seek compensation through some other channel. This channel may be either good or bad as circumstances or environment dictates, but nothing can prevent them seeking it.

Alcohol, whatever else may be said about it, served to satisfy certain human cravings. One of these cravings was for some variety of stimulation or excitement, something different from the usual routine and humdrum of life.

It is not strange, therefore, that an outlet has been sought in sports. The story of the trap-goods manufacturer is somewhat similar to that told by other makers of sporting goods. Though the season for outdoor sports is yet young, the advance sale of sporting goods indicates that many more people than formerly will this year spend their time and money at games and pastimes. The golf courses and tennis courts at country clubs are so much in demand that club managers find it a serious problem to satisfy all applicants. The sale of fishing tackle, camping equipment, and motoring supplies has also been unusually high.

The enormously increased at-



WHO'S WHO AND WHERE

WHEN this Organization was started, it was determined to attach to the staff of our Art Department a truly representative group of craftsmen who would in themselves be able to take care of every variety of art work that might come our way.

THE work comes thick and fast, ranging in character from "thin line pen and ink borders" to the most intricate full color compositions, but that rigid rule has never been broken. We either handle the account right here in our own organization from start to finish, or we never start. Which is the only mutually fair method, as results daily prove—and clients continually concur.

READING from front to back, the first studio you come to is tenanted by Gordon Grant and George Woltz. You are familiar with their work, of course; and with that of F. Foster Lincoln, who lives next door, with Anthony Hansen and Rudolph Tandler. Next beyond, George Dannenburg, H. G. Peter and Joe Sweeney swing their brushes and borrow each other's paints in perfect harmony, and in the adjacent studio H. L. Grout produces those wonderfully fine paintings of his.

We will look in on some of the others next time.

Louis C. Pedlar, Inc.

Counselors in Art

246 Fifth Ave., N. Y.

Phone, Madison Square 511



VENUS

The Largest Selling Quality Pencil in the World

VENUS PENCILS

THE matchless VENUS Pencils, known in every quarter of the world for their smooth, satin-like leads, represent the acme of excellence in pencils. Perfect for any purpose.

17 degrees of softness and hardness 6B to 9H.
B's indicating Softness
H's indicating Hardness

6B or 5B for copywriting or art work
3B or 2B for stenographic work
HB or F for general writing
H or 2H for ledger work

Plain Ends, per doz., \$1.00
Rubber Ends, per doz., \$1.20

At stationers and stores throughout the world.

American Lead Pencil Co.
205 Fifth Ave.
New York

and London, Eng.

VENUS

tendance at sporting spectacles has frequently attracted the comment of scribes, and one prominent sports writer, D. J. Walsh, has unhesitatingly ascribed it to the absence of the saloon, in the following words:

"Sundry and various opinions, logical and otherwise, have been advanced as to the why and wherefore of the sport boom peculiar to the present year; why this event or that drew unprecedented thousands where heretofore it had been the custom to pick and choose with the dilettante's fine regard for the best only.

"With one accord and a unanimity of inspiration, the post-war process of mental reconstruction, in which the backwash of lessened tension is supposed to play a prominent part, has been seized upon as the most handy answer to the situation. According to those of this persuasion the American public is still rushing wildly about in a concerted endeavor to forget what happened in Europe some fifteen months ago.

"It is to laugh! The war has ceased to be a medium of polite conversation by a matter of ten months or more; to all intents and purposes it represents nothing more than an all-but-forgotten memory. The soldiers are back, demobilized, deodorized and denatured, alcoholically speaking. Parades, silver-tongued orations, alleged memorials to the bravery of the dead and other conventionalities are over and done with. The war, in other words, is *passé* as far as the general public is concerned.

MORE TIME AND MONEY FOR WHOLE-SOME PLEASURE

"That being the case, it would seem to follow that the battle of Belleau Wood had no more to do with the fact that nearly 40,000 persons invaded the Polo Grounds on a certain afternoon last summer than the high price of pulverized putty.

"Therefore, what is the answer? Is it the fact that the Giants hap-

The TRIBUNE has back of its circulation the greatest influence of any paper in northern Indiana. It is recognized as a result producer with an efficiency of nearly 100%. That is why the TRIBUNE carries more national copy than both its competitors combined.

The South Bend Tribune

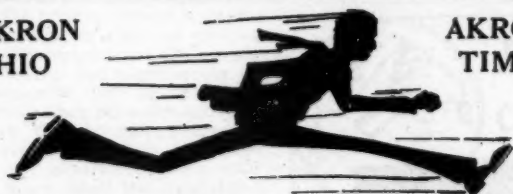
Member of

A. N. P. A., Daily Newspaper Departmental, A. A. C. of W.,
A. B. C. and Associated Press

National Advertising Handled Direct by Home Office

ELMER CROCKETT, Pres. F. A. MILLER, Vice Pres. and Editor
C. E. CROCKETT, Sec. Treas.

AKRON
OHIO



AKRON
TIMES

SHOWING SPEED

The Akron Times is the fastest growing Newspaper in
America's fastest growing city

Almost Double the
Amount of Auto-
mobile Advertising of All
Other Akron News-
papers Combined

Only Sunday Newspaper
Published in Akron

Associated Press Service

FIRST in News
in Prestige
in Advertising

208%
Increase in
Classified
Advertising
Last Year

AKRON EVENING and SUNDAY TIMES

"AKRON'S ABLEST NEWSPAPER"

Foreign Adv. Representatives **CHAS. H. EDDY CO.** NEW YORK CHICAGO BOSTON

Guy C. Pierce

is now one of us. We're
glad of it; and he says
he is; and we both
think you may be inter-
ested to know about it.



Williams & Cunnyingham

Advertising

Chicago

pened to be in the pennant race or that Benny Leonard may have taken to parting his hair in the middle?

"According to our obtuse viewpoint it is neither. Pressed for an answer we would say that it is the result of a condition whereby the average human being has more time on his hands, and inversely, more money in his pocket than has heretofore been the case. And again the inevitable why crops up.

"Whereupon we nominate the gradual effacement of the corner saloon, so dear to the heart of the confirmed disciple of the great god Pleasure. The saloon is passing, but the addict is not; he is still seeking diversion and failing to find it one place will perforce try another. That we conscientiously believe to be the truth, the whole truth and nothing but the truth; the ultimate reply, so to speak.

"As an example, a few evenings ago some 25,000 persons attempted to defy the laws of proportion by inserting themselves into a space designed to accommodate 12,000 at best, the pretext thereof involving the doubtful privilege of viewing a six-day bicycle race. To the uninitiated this fact might appear inconsequential, but we think not.

"There have been six-day races in New York for more years than we care to mention in connection with our experience; there have been years when the competition has been just as keen, the class of contestants somewhat higher than the present. Yet New York merely lifted a convenient eyebrow and took the matter for granted.

"Madison Square Garden was always well filled during the event, but many of those who attended exercised the privilege of staying with the affair for two or three days at a time. There was little of that this year. In the first place there was no alcoholic inspiration to be obtained on the premises and any one possessing the fortitude to stick with a six-day race for more than twenty-four hours on the strength of a ginger ale existence is beyond our ken.



"The National Magazine of Medicine"

used by National Advertisers

WANTED

20 advertisers of tires and accessories for doctors' cars.

Write for Rates

The American Journal of CLINICAL MEDICINE

E. DeWitt Clough, Advertising Manager
4755 Ravenswood Ave., Chicago

H. R. Saunders, Eastern Representative
17 W. 42nd St., New York City
Telephone Vanderbilt 6758



Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure lock. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

Chicago Carton Company

4433 Ogden Avenue 518 Fifth Avenue
CHICAGO NEW YORK

Is Your Catalog an Expert Salesman?

THERE is a vast difference between the man who intelligently represents you and the mere order taker.

The same distinction applies to catalogs and other commercial literature.

We shall be glad to be more specific, if you will let us know your requirements. It will pay you.

THE SPENCER-LAY CO.

*Advertising and
Commercial Literature*

110 West 34th Street, New York

Telephone Greeley 3548

ARTIST

Art department, large manufacturer, New York City, wants man who can letter well, make layouts, do ordinary retouching (no air-brush), and prepare copy for engraver. Exceptionally pleasant working conditions and plenty of scope for sketching, painting, etc., if you have ability in that direction. The more you have, the faster you can advance. State experience, age and salary expected. PERMANENT, "C. A.," Box 70, care of Printers' Ink.

"For be it known that the habitué of a saloon is, or was, synonymous with the six-day-race variety of human curiosity just as a boxing crowd will seek its level in a pool-room and the race-track element in either or both.

"Granting the accuracy of these observations, how can one account for the demonstration of the other night, when it would appear that the old stick-to-the-finish crowd had, for the most part, taken itself hence many hours before? No doubt some of these latter remained in the building and still others were returning with the crowd outside, but hardly to the number of 25,000. How then to account for the horde of newcomers?

"Again we nominate the passing of J. Barleycorn and his degenerate half-brothers, and thereupon rest our case.

"However, the six-day race is no isolated instance. Every sport, from fencing to football, has felt the impetus, and in many cases in a sense all out of proportion to the calibre of the attraction. Baseball had its greatest year; so did football, although the latter's followers might be considered a trifle beyond the social border of the corner saloon.

"A concrete example has been uncovered in the case of a Brooklyn basketball promoter. Until this year his expenses for a single night amounted to \$60, and his receipts approximately \$80, a modest but satisfying return on his investment.

"Now his receipts are running beyond \$400 a night, and his thoughts have turned to steam yachts, Italian villas and filigreed collar buttons. Did a war, ending more than a year ago, work this transformation? Perish the thought."

OTHER DRINKS THAT HAVE PROFITED

The public's deprivation of alcoholic drinks was bound to result in the creation of substitute drinks, but these have met with widely varying receptions. It was natural to suppose greatly increased consumption would fall

For some examples of advertising
originated by
BARROWS & RICHARDSON
for their clients,
see the following issues now current:

In the June 5th

SATURDAY EVENING POST

Williams' Talc Powder (*back cover*)
Wyoming Red Edge Shovels (*color page*)
Autocar Motor Trucks (*last left hand page*)
Anderson Motor Cars
Cinco Cigars

In the June

LADIES' HOME JOURNAL

Williams' Talc Powder (*color page*)
Kiddie Kar
Spencer Corsets
Huyler's Candies

BARROWS & RICHARDSON

Drexel Building, Philadelphia • 19 West Forty-fourth Street, New York



A new home-study course in ADVERTISING

Especially at this time when advertising is being universally recognized as a prime motive power in business, economic and social progress, the need is most keenly felt for a more modern, more practical course in advertising.

The Federal Schools Incorporated deem it a privilege now to announce their modern home-study Course in Advertising.

The plan and purpose of the course

Designed as a study and training for the young man or woman ambitious to "learn the game," this course also merits the consideration of the seasoned veteran.

Following instruction in fundamental principles and factors, a specialized training is given in the particular line the student chooses. It is our ambition that every student who finishes this course shall possess a self-starting ability to produce results.

Prepared by 15 practical authorities

The keynote is this: the course is practical from start to finish. Subject after subject is presented by fifteen men who have won their spurs through accomplishment in the world of advertising—who will be instantly recognized as leaders in their respective lines.

Advertising men thus far acquainted with the course are enthusiastic to a gratifying degree. We bespeak for it your favorable attention when soon it is placed in the market, and hope that in it you will recognize another forward step in the development of better advertising.

FEDERAL SCHOOLS

INCORPORATED

Warner Building, Minneapolis, Minnesota

Conducting Also as Home-study Courses the Federal School of Commercial Designing, and the Federal School of Applied Cartooning

upon coffee, tea and milk. Expectations have been more than met in the case of coffee. The people of the United States, according to figures compiled by the National City Bank of New York, are now paying more than one million dollars a day for their coffee, against one-third that sum only two years ago. The quantity of coffee imported so far in this the first prohibition year has increased forty-two per cent over the same months of last year, though the import price averages eighty per cent higher.

This great increase in coffee consumption is no doubt due in large part to better merchandising and selling methods, not to mention a national advertising campaign, yet there is little question that prohibition has played its part. It is the testimony of the proprietor of a prominent New York hotel, highly popular with lovers of gaiety, that his coffee sales have increased 400 per cent since the dry era came in, and he declares that the beverage is especially popular with the dancing crowds, which often order four or five cups in an evening.

On the other hand, those tea growers who thought that prohibition would have a beneficial effect on their bank accounts have been bitterly disappointed, for the quantity of tea imported so far in 1920 has decreased 20 per cent.

Similar disappointment has come to many of those soft-drink manufacturers who expected to reap a harvest during dry times. Where there were a dozen soft-drink-makers two years ago there are perhaps hundreds now, but not all of them have been able to cash in on prohibition. In fact, prohibition has made it harder for some of them, as brought out in a recent article in **PRINTERS' INK**. In this article the president of a big beverage company was quoted as saying it was a mistake to advertise soft drinks as a substitute for alcoholic liquors, because the seasoned drinker of hard stuff looks upon the softer beverages with considerable disgust. It was this official's belief that candy would prove to be a more accept-

able substitute. This belief seems to be borne out by the vast increase in candy consumption within the last year or two, encouraging the establishment of a new chain of candy stores by a great corporation in addition to those already existing.

Milk and milk drinks, however, seem to have filled the role expected of them with the advent of prohibition. The consumption of buttermilk, for instance, is said to have increased 20 per cent in some cities, notably those in which the product was helped by advertising.

Increased sale of milk and milk products was bound to have an effect on the manufacture of dairy and breeding supplies. In fact, we find one concern, the Aluminum Cooking Utensil Company, manufacturers of "Wear-Ever" milk pails, boldly heading a page advertisement with the words: "Prohibition and Milk." The copy says:

"The great impetus that prohibition is giving to milk consumption furnishes another incentive for the progressive dairyman to increase his business.

"In restaurants and cafés where alcoholic beverages were formerly dispensed, milk has become a most popular substitute.

"For years the demand for milk and other dairy products has exceeded the supply.

"Now the demand for milk is greater than ever."

RESTAURANTS MULTIPLIED

The impulse to seek compensation for a deprivation has doubtless been responsible for the increased consumption of food in general, which many hotel and restaurant managers report. Certain it is, there has been a marked increase in the number of small restaurants and cafés in the larger American towns and cities, more than could be accounted for by the natural growth of these communities.

On the other hand, some hotel proprietors in the largest cities trace a slackening in the demands for rooms, especially at week-

ends, to the gloom cast by prohibition. This slackened demand has in many cases been made up by increased travel, due to prosperity, but hotel men especially miss those "gay dogs" who used to come to the big cities from the outlying areas in search of the good times to be had around hotel bars, the cabarets, resorts, etc. With the passage of King Alcohol, of course, these places have become too funereal for the sporting element, and it is deduced that they nowadays remain at home instead of going to the "big town."

Another commodity the sale of which has increased noticeably since dry days have come upon us is chewing gum. Former drinkers are known to be obeying the advertising injunction to "buy it by the box." There are probably two main reasons for this. One is the fact that chewing gum has a large sugar content and quondam imbibers now patronize it for the same reason that they do candy; sugar, on account of its heat and energy production, having an old reputation for its ability to allay the craving for alcohol. The other is that chewing gum partly satisfies the chronic drinker's desire for moisture and for something in his mouth.

In the bad old, wet old days it was estimated that John Barleycorn cost the country two billion dollars a year for drinks alone, not counting the cost of the ensuing crimes and disorders, which prohibitionists say imposed a bill of \$1,300,000,000 more. That makes a possible total of \$3,300,000,000 annually. This money is going somewhere. Exactly where, it would be interesting to know.

Schulte-Tiffany Company New Cleveland Agency

William A. Schulte and John H. Tiffany, Jr., are president and secretary, respectively, of a new advertising company recently incorporated under the name of the Schulte-Tiffany Company at Cleveland, Ohio. Mr. Schulte was advertising manager of the Cleveland Trust Company for three years. Mr. Tiffany has been with the Fidelity Advertising Agency of that city.

Why Sumatra Buys Old Newspapers

A curious item of commercial news is that the east coast district of the island of Sumatra in 1918 imported 866,835 pounds of "second-hand newspapers" from the United States. Imports of the same kind of merchandise from January 1 to September 1, of last year, were 572,585 pounds. One might well ask what the natives of Sumatra want with old newspapers from America. They cannot read them, and it would surely not be worth while to transport them all that distance for any commercial purpose.

Inquiry at the department of commerce develops the fact that the papers are wanted to cover young sprouts of rubber trees and sugar cane. The climate of the island is mighty hot—as might be surmised from the circumstance that the equator runs through the middle of it—and, to prevent the aforementioned sprouts burning up in the fierce sunshine, sheets of paper are spread over them. Old newspapers serve the purpose very well, each sheet being held down with stones at the corners. The Sumatran retail trade in second-hand newspapers is wholly in the hands of Chinese, who sell them to the planters.—*Kansas City Star*.

Britain Gets Information from Business Papers

The Associated Business Papers, Inc., in co-operation with the American Chamber of Commerce in London, has undertaken surveys of market possibilities for British products in the United States. Jesse H. Neal, executive secretary of the Associated Business Papers, says that this work was entered into by his organization because it felt that increased sales of British merchandise in this country would greatly help in correcting the existing foreign exchange situation.

So far the Associated Business Papers, Inc., has handled some twenty inquiries from British manufacturers. In addition to market surveys information on proper distributive channels and on advertising has been given.

Army Sales Acquaint French with Our Trade-Marks

An unexpected bit of missionary work for firms that furnished large quantities of merchandise to the American expeditionary forces is taking place by the wide distribution throughout that country of many kinds of American food and other products from the American army stocks. The French people are rapidly becoming acquainted with many of the popular American brands and trade-marked articles put up in tin or other packages.

In addition to package goods, safety razors, fountain pens, tools, etc., bearing American trade-marks are being sold in large quantities.

ANNOUNCEMENT

MR. J. C. WILBERDING
formerly Vice President of Van
Patten, Incorporated, has acquired
an interest in the organization of
Jules P. Storm & Sons, Incorporated,
and has been elected Vice
President and Director.

June 1, 1920

JULES P. STORM & SONS
Incorporated

ADVERTISING

120 and 122 West 41st St.

New York

Experienced Copy Writer Available for Free Lance Work

I am available for, and desire copy work of any nature: national, local, booklet, etc.

I have but recently resigned from a noted agency in order to be free to handle extra work that I had. My previous experience has been with two of the leading agencies.

In addition to copy, I make my own layouts, select the type to be used, and am able, because of like experience, to plan part or the whole of any campaign.

Highest endorsements from former employers and prominent advertising and business men. Address F. P., Box 73, care Printers' Ink.

General Manager Wanted:

The opportunity of a lifetime for capable man to take charge of an extensive business, distributing well known food brands through U. S. Headquarters in New York.

Good salary and prospects for efficient, up-to-date business organizer, who knows how to get best results from salesmen, and who is also thoroughly expert in financial administration.

Write, in confidence, giving full details of qualifications and past experience. State age, salary, etc.

Address M. S., Box 74
Care Printers' Ink

"How About a Trial Order?"

(Continued from page 6)

sales record is one who has a complete line of a varied group of products, under one brand name, rather than the dealer who separates his orders among several manufacturers. For example, in the drug trade in certain cases it has been found that the dealer who carries a full line of toilet specialties manufactured by one house is apt to enjoy better profits than the one who buys his cold cream and perfume from one house and his shaving sticks and bath soap from another.

"I have found," said one salesman, "that the difference between a trial order and a real one is often merely a matter of extending the selling talk a few minutes. It really gets back to knowing just the right moment to press the customer for a decision. Some time ago I found that if the dealer was just starting to make up his mind and I tried to close, that he would tend to place a trial order, whereas if I had really carried him through to a decision he was ready to put in a representative stock.

"Now if the dealer says to me, 'I will take a few dozen,' I disregard his remark if possible, and go right on as though he had said nothing, until I feel sure that he is thoroughly convinced as to the merits of my goods. A trial order, after all, is nothing more than an uncompleted sale, and so the remedy, in the average case, is obvious—go right on selling until the job is properly done."

From another salesman came this helpful thought: "Yes, you are right about trial orders. Conditions right now have taught me a useful lesson. In common with most other good houses, we are greatly oversold at the present time. We are placing our goods with new customers very cautiously, and in going to a dealer who hasn't sold our line before, I have made it a rule to refuse orders if they are given in a way

IN Great Britain old classifications and distinctions have vanished and forces that began to exist before the War, set free by that gigantic thunderbolt, are reshaping and re-grouping the best of the old elements into a compact and effective form.

¶ The old "classes" are gone. There emerges not a new social system which can conveniently be described by any customary terms, but an order compounded from the best elements of all and constituting a new people.

¶ Educational advancement, facilities for rapid travel, by destroying insularity, have had a momentous influence: the creation and redistribution of thousands of millions of money; the sudden expansion of commercial activity on an unprecedented scale, have brought riches, or at least comparative affluence, to great numbers.

¶ To the man with horizon the salesmanship possibilities are immense; but the key to success lies in a thorough understanding of British class-psychology. Many an American house in the past has been led astray by this misunderstanding, and for lack of a good guide to the British mind.

¶ Business Builders, Ltd., represents forceful scientific salesmanship. The policy of the House is to limit its operations to concentration upon the building up of a few selected businesses which offer prospects of rapid, profitable and unlimited expansion. It is this policy which has resulted in such remarkable success.

¶ A cordial invitation is extended to representatives of American business houses, when in England, to visit our Studios and Offices at 26, Great Ormond Street, London, W. C.

"The Picture Show"

is

**GREAT BRITAIN'S
biggest-circulation
KINEMA WEEKLY.**

Circulation - over 500,000 weekly

Rate for advertisements - \$500 per page

Size of Page - - - - 9½ ins. by 7 ins.



that makes me feel that the customer has reservations in his mind. The result has been that I have had less mortality among my trade than ever before. The dealers, being really sold on the stuff, tend to give it better display and get much more strongly in back of it.

"When we get back to a buyer's market again I am going to do my level best to hold to this method. One thing I am sure of—I won't ever suggest to a dealer again that he take up our goods on a trial basis. If he says, 'I will take on a small order just to try it out,' I am going to make it plain to him that while he may have that attitude toward our line I know that he is wrong, because when once a dealer gets back of our goods in the right way he ceases to have any idea that they have any misgivings about their ability to make good."

The trial-order habit is often closely related to the size of the territory. "When I took over New York State," one man said, "I had a black book handed to me, in which was typed the names of something like 1,200 prospective and active customers. Our sales manager was a great advocate of going over every territory with a fine-tooth comb. I agree with him in principle all right, but when I tried to work it out I found that my predecessor had scattered sample orders all over the field, but had planted very few solid convictions in the minds of the trade. He had too little time to cultivate each dealer properly. I picked out the customers who seemed to me to offer the best possibilities, and decided I would call on them at least every three weeks. The rest of the names I simply used as fillers. To-day I have only about half the number of dealers, but there are very few trial orders placed among them, and my volume of business is more than double the old figures."

This suggested that the sales manager may sometimes do well to look into general conditions before condemning the salesman for being a trial-order hound.

Available July First

—A young advertising executive, for progressive manufacturer, as advertising manager; or established agency, as account handler.

He is at present advertising manager for one of the country's pioneer national advertisers—the manufacturer of a famous, high-grade, trade-marked article of women's apparel.

This connection, and past association with large magazine and newspaper publishers, another national advertiser, and one of New York's largest department stores, has given this man a broad and practical experience in planning and executing national advertising campaigns, including market investigations, copy-writing, dealer co-operation and working with salesmen.

He is now desirous of securing a position where his knowledge, initiative, energy and sound merchandising sense will have a greater opportunity to function. That opportunity will carry the right salary with it.

H. M. S., Box 76, Printers' Ink.



Are you looking for new sources of supply?

Are you searching for new markets? Consult the Directory of Illinois Manufacturers.

Contains names of all Illinois Manufacturers. Classifies all Illinois Products.

Lists Manufacturers according to towns. Gives officers, invested capital and number of employees.

An invaluable reference book for buyers and sellers alike.

A limited amount of high-grade advertising will be accepted. Rates \$100 a page.

Edition limited. Ready for delivery about September, 1920. Price \$10 postpaid. Send for sample pages free.

ILLINOIS MANUFACTURERS' ASS'N
76 West Monroe St., Chicago

An organization representing 98% of capital invested in Illinois industries. Established 1895.

Director of Art and Production available

An energetic man of common sense and good judgment, until July first with a large New York Agency, handling accounts in all media.

Would prefer New York or Eastern Agency connection—but would also consider Western Agency, if such opportunity be inviting.

Address

Box 71 Printers' Ink

TRADE PAPER WANTED

EDITOR and advertising manager of a production weekly that they have made successful want control of a publication with good possibilities. Willing to put \$15,000 worth of ability for comprehensive share of the business. Highest credentials and recommendations.

Address E. S. G., Box 76
care of Printers' Ink

If the salesman lacks definite and convincing data, it is sometimes difficult for him to inject sufficient conviction into his talk and trial orders are inevitable.

Deterioration of merchandise may have occurred, in which case the salesman must sell on a trial basis until the trade again comes to have confidence in the product.

The thing sold may be a new invention or a novel form of an old invention, which can hardly avoid being regarded as a trial proposition until properly aged.

But the fact remains that when the customer is thoroughly sold he never buys the goods on trial—and there I will leave the question to the individual to work out for himself.

Classified Advertising Managers' Programme

The recently formed Classified Advertising Managers' Association has prepared the following programme for its conference at the Indianapolis convention of the Associated Advertising Clubs of the World:

Monday, June 7.—Organization.

"Rates and Revenue," C. W. Nax, St. Louis *Globe-Democrat*, chairman.

"Standardization," L. J. Boughner, Chicago *Daily News*, chairman.

Tuesday, June 8.

"Censorship," R. H. Wildman, Baltimore *Sun*, chairman.

"Typography and Make-Up," W. A. Giffin, Indianapolis *Star*, chairman.

Wednesday, June 9.

"Classified Promotion," W. A. Macfarlane, Chicago *Tribune*, chairman.

"Credits and Collections," J. L. Irwin, Des Moines *Register and Tribune*, chairman.

"Sales Methods," E. O. Syman, Philadelphia *Bulletin*, chairman.

Thursday, June 10.

Election of officers.

Elkhart, Ind., "Review" Suspends

The Elkhart, Ind., *Review*, which has been in existence since 1859, has suspended publication. It was acquired at a receiver's sale by A. H. Beardsley and C. D. Greenleaf, owners of the Elkhart *Truth*, for consolidation.

A New Agency at Pittsburgh

George E. Land, who has been advertising manager of the Blaw-Knox Company, Pittsburgh, has gone into business for himself under the name of the Technical Publicity Company, of Pittsburgh.

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Millions

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Guaranteed

P.T.O.

The House

IF you put an advertisement in each issue of the publications of the Hulton Press for one week your announcement would be printed and circulated nearly eighteen million times. If you took space in each Hulton daily and weekly during the seven days, you would still have a circulation of nearly seven millions.

The Hulton publications alone will provide you with all the Press advertisement necessary for a comprehensive national campaign. They will carry your message into every corner of the United Kingdom, and will give you doubly re-inforced advertising in the London area and in the most populous and prosperous industrial section of provincial England.

Just one week's advertising in the Hulton group will make your commodity known from Land's End to John o' Groats and from the eastern to the western coastlines.

No other publishing house can offer you anything approaching similar facilities. In both the scale and efficiency of its organisation Hulton's is without a rival.

No other group of papers has such a range of appeal. There are papers for every class of the community, and they include morning and weekly picture papers, morning, evening and weekly newspapers, "Sunday" newspapers, "Home" weeklies, etc.,

sof Hulton.

they provide singly an opportunity for an intensive appeal to any section of people, whilst collectively they cover all.

We can give you a place in the sun in whatever part of the Home British market you may wish to include.

One section only can be used for a test scheme one or other of Britain's two richest and most thickly populated districts; the whole group covers the British Isles as no other can.

We tell you exactly the circulation of each of our publications, and, to the extent of our own knowledge, where they are sold.

And we only ask to be judged by results.

All advertising space is sold on the flat rate system—advertisers making a trial do so at the most favoured rate.

Details regarding each paper may be found on the next page, but further information will be gladly supplied.



J. H. Jones
Advertising Director,
E. Hulton & Co., Ltd.
London & Manchester.

Facts about the papers of the Hulton Group

Daily Sketch

Britain's Premier Picture Paper. Shows the world's daily doings in a series of graphic pictures of unsurpassed interest, and gives the latest news brightly, crisply, and tersely. A paper with a strong home appeal, and widely read by women for its many features of feminine interest. The best pulling picture paper for general propositions.
CIRCULATION (National), 910,000 daily.
Rate, 150 per col.

ILLUSTRATED Sunday Herald

The first planned Sunday picture paper—the brightest, best, and most popular picture newspaper for the day of rest. Is read by all classes, and appeals to every member of the family circle on account of its widespread range of interest. Its up-to-date pictures and news, its gossipy crispness and clean, wholesome fiction. A most responsive medium for reaching the home.
CIRCULATION (National), 1,100,000. Rate 1150 per col.

Empire News

The Sunday family newspaper of the well-paid artisan classes all over the United Kingdom, and the proved best medium for mail order announcements. It is the most economical medium through which to make an appeal to the greatest number of potential buyers amongst the better paid working classes.
CIRCULATION (National), 1,250,000. Rate, 55 per inch.

World's Pictorial News

A national weekly illustrated newspaper. Latest sports, drama and cinema news; London and Paris gossip; fashions and fiction.
CIRCULATION, 400,000. Rate, 12 per inch.

Athletic News

The only newspaper in Great Britain devoted solely to athletics, recreations, sports and pastimes. An unrivalled medium for announcements appealing to men.
CIRCULATION, 200,000. Rate, 12s. 6d. per inch.

Ideas

The most popular weekly journal for the home. A live, virile and clean paper of general interest to everybody. A highly responsive medium for the general advertiser.
CIRCULATION, 270,000. Rate 150 per page.



Hulton's have the largest installation of linotypes—the largest stereotyping plant—the largest machine-room equipment—the largest newspaper store, etc., etc. In addition to very large supplies taken by wholesalers, 15,000 direct parcels of the "Daily Sketch" alone are sent to agents in all the leading towns and villages throughout the British Isles—a record unequalled by any other paper!

Evening Standard

London's leading penny evening newspaper with a circulation greatly exceeding the combined circulations of all its pre-war penny evening contemporaries. A paper with an enviable prestige, and noted for its high-class tone, and the dignified presentation of its news. Brilliant articles, gossip, the latest fashions, City and finance notes, etc.
CIRCULATION (London and Home Counties), 350,000 daily. Rate, 175 per col.

Sunday Chronicle

The Sunday newspaper of literary distinction which circulates all over the country amongst people of taste and means. The foremost writers and publicists of the day contribute to its columns. A rich medium for the advertiser desirous of reaching the greatest number of well-to-do classes.
CIRCULATION (National), 1,030,000. Rate, 55 per inch.

Daily Dispatch

The greatest and most widely read provincial daily newspaper, having a circulation between five and six times that of any other local or national morning paper—halfpenny or penny—circulating in the densely populated industrial districts of Lancashire, Yorkshire, Cheshire and North Wales. A most responsive medium for general advertising.
CIRCULATION, 400,000. Rate, 25 per inch.

MANCHESTER

Evening Chronicle

Lancashire's dominant evening newspaper. Early first in power, influence and circulation in the wealthy areas of Northern England. Its distribution is more than double that of any evening paper out of London.
CIRCULATION, 320,000. Rate, 12 per inch.

Sporting Chronicle

The oldest, greatest, and most widely circulated sporting daily in Great Britain.
CIRCULATION, 190,000. Rate, 10s. per inch.

Week End Novels

A bright, companionable weekly magazine of fiction and romance for women and girls.
CIRCULATION, 360,000. Rate, 135 per page.

Girl's Own Stories

A clean-reading weekly 16-page story paper for girls of all ages. Fiction, romance, domestic and household helpful hints and gossip. An excellent medium for announcements of feminine interest.
CIRCULATION, 340,000. Rate 13 6s. 8d. per inch.

E. HULTON & CO., Ltd. 46, Shoe Lane LONDON, E.C.4 & Withy Grove MANCHESTER

Glad to give Information about British Advertising

W. S. Crawford, the Chief and Founder of this organisation, is now in the United States. He is over here in connection with American-British trade expansion and will be happy to give information as to marketing and advertising conditions in the British Isles to any business man who would like to make an appointment with him.

We are an organised advertising force whose policy is to give a thorough and complete service. If you are looking toward the British Market consult us about British advertising. We are prepared to demonstrate the many business building campaigns which we have conducted.

The announcement on the page facing this is that of one of the largest Men's Wear Houses in Great Britain, an enterprising firm whose advertising we handle and who work with us in the closest co-operation.

Write care of PRINTERS' INK, 185 Madison Avenue, New York.

W. S. CRAWFORD LTD.

Advertising Agents and Consultants

CRAVEN HOUSE, KINGSWAY, W. C. 2
LONDON, ENGLAND

PRINTERS' INK

Incorporated U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1885 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Pacific Coast Office: Examiner Bldg., San Francisco; 802 Title Insurance Bldg., Los Angeles; 326 Post-Intelligencer Bldg., Seattle, Wash., W. R. BARANGER, Manager.

Canadian Office: Lumadau Bldg., Toronto, A. J. DENNIS, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: Ibis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.75. Classified 35 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

C. P. Russell Roland Cole Albert E. Haase C. H. Cuddy

Chicago: G. A. Nichols
London: Thomas Russell

NEW YORK, JUNE 3, 1920

Advertise Quality Now

It is the opinion of many competent observers that the prevailing poor quality of the merchandise in many lines had as much to do with the recent sensational retail sales as did the high prices. People did not object so much to the prices as they did to the inferior quality of the stuff that was being offered.

There is much truth in this observation. The scarcity of materials and the premium which has been placed on any kind of production, for the last four years,

has had the effect of flooding the market with low-quality goods. This is the case in some fields more than others. A clothing merchant took us through his store the other day, remarking as he did so: "Fully fifty per cent of my present stock is of a quality that I would not have handled five years ago. It looks like second-hand stuff. But what can I do? I must have something to sell. First-class merchandise is still extremely scarce and so high-priced that most of my customers cannot afford to buy it. But it makes me uneasy to have to sell this junk." It was a feeling akin to that expressed by this retailer that precipitated the late selling stampede.

During the last year or two, people were glad to get any kind of merchandise. But recently they have become more critical, insisting that if they must pay high prices they must in turn be given dependable goods.

People to-day know merchandise. Advertising has taught them what to expect when they buy. It has familiarized them with trustworthy brands of goods in all lines. During the war, they gladly compromised their ideals of quality and willingly accepted substitutes. But this condition has evidently changed. The old habits of critical, intelligent purchasing are again in vogue. It behooves manufacturers to recognize this change and once more to emphasize quality in their production and also in their selling appeal. It is quality, well advertised, that made most famous brands of goods so popular. It is quality that should again be brought to the front in the sales programme.

You and I and Mr. Jones

Two men, one the governor of a great State, the other a labor leader, held a debate recently. The subject was interesting. More interesting than politics or the old catch words of parties. A tremendous crowd listened to every word, cheering at times, expressing disapproval at others. In the crowd were partisans of both

speakers, but the public predominated. They were there to hear a thing of vital importance to themselves.

What are our rights? they asked. Governor Allen expressed their thought when he asked Mr. Gompers this question: "When a dispute between capital and labor brings on a strike affecting the production or distribution of the necessities of life, thus threatening the public peace and impairing the public health, has the public any rights in such controversy, or is it a private war between capital and labor? If you answer this question in the affirmative—how would you protect the rights of the public?"

The same question might be asked of the profiteers who are piling up money at the expense of the public. The rights of the public are paramount. We admit it, but what do we do about it? In England and France they are forming other unions—middle class unions they call them there. There are 160,000 members in England—over 200,000 in France.

We have been called a nation of "joiners." We join many societies and sometimes attend meetings of one of them.

Here is a question which touches every individual.

In the fights between two big boys, both of whom are wrong, are you and I and Mr. Jones to get nothing but an occasional brick bat or black eye?

We, in the business of moulding human thought, in acting as executives, in selling a product to the great American public, have been told by speakers from time without end that we can change the habits of a nation—can sell an idea over night.

The public is aroused. It is groping for leadership. It is fed up with grasping corporations and with grasping labor. It is becoming vocal. It is "rearin' to go."

Will the great force of advertising turn its back upon its opportunity for leadership? Will the powerful force which has sold products fail in selling an idea? Are you, the executives who know

advertising and use its force—are you men who mould ideas ready to lead?

The forces of radical labor and those corporations who put profits above public welfare are enemies of us all. Are they the only people entitled to a hearing?

There are enough societies now—some just starting, others with experience and a record behind them. What business executive—what advertising man will take the job of co-ordinating these forces now?

John Sullivan, E. St. Elmo Lewis, James O'Shaughnessy, Jesse H. Neal, E. T. Meredith, Wm. H. Rankin, W. H. Johns, O. C. Harn, Wm. A. Thomson, W. L. Halstead, all these men have worked on the problem—they know what advertising can do back of an idea which is right. They know the societies now formed, the ones in process of forming. Co-ordination, then action, are needed. Will management which stands between capital and labor—which represents the public and the consumers of merchandise—take the lead?

The force of advertising is ready for its next step forward!

Advertising Not a Formula

Despite all that has been said to expose the absurdity of the idea, there are those who persist in believing that to become successful in advertising all one has to do is to observe some mysterious formula.

It is a most undeserving tribute to the wisdom of PRINTERS' INK that a few of our friends pay us when they sometimes infer that we possess this formula. "Look at these advertisements," they will say, "and tell us whether or not it will pay us to run them in so-and-so." About all we say in return is to blush and stammer "much obliged for the compliment."

Frankly, we are not able to tell by looking at an advertisement whether or not it will bring home the bacon. We do not believe that the world has yet produced an oracle who can tell.

In the thirty-two years of its existence, **PRINTERS' INK** has reviewed many hundred advertising campaigns. We have seen campaigns, that were built up step by step with the most exacting regard for known advertising law, fail. The severest critic of advertising would have pronounced the advertisements used as failure-proof. On the other hand, we have seen pieces of advertising copy that apparently violated every recognized advertising principle succeed in a big way.

What is the explanation of these contradicting experiences? It is simple enough. Success in advertising is not a matter of copy alone. A hundred and one far-flung factors in the market operate either to help the advertising or to interfere with its success. To weigh these factors nicely in advance and to tell exactly how one is going to react on the other is, of course, impossible. It is especially impossible because advertising deals with the volatile human factor. What humans will do in any given instance can never be revealed by a merchandising test tube analysis.

For this reason, there is always bound to be a legitimate difference of opinion as to methods of advertising, just as there is a difference of opinion in all matters of business operation. All do not achieve success in the same way. One concern makes a great success selling by mail and another is just as successful selling at retail. One company specializes in low-priced goods and another goes in for merchandise of the highest quality. Both succeed.

The most that any one can do is to study the successes and thus find what methods they used. That is what **PRINTERS' INK** is constantly doing. The articles it presents deal in the main with concrete advertising accomplishments. In this way tried principles and sound methods of procedure under given circumstances are being gradually unearthed. We are not trying to publish a textbook of advertising theory, for the simple reason that we know that advertising or business practice in gen-

eral cannot be reduced to a mathematical prescription.

Postal Wages Out of Step With the Times

While Congress marks time until the national conventions are past, employees of the Post Office Department continue to return to private employment, where they can get higher pay.

An employee in the New York Post Office resigned last week to take a job at \$2,500 to start; after twenty-nine years of service he had risen to \$2,025 with the Government. It will cost considerable to train a new man to the efficiency of the one who has gone. A letter-carrier, last week, left the service in New York after thirty-three years. It won't take so long to fill his place—provided an intelligent man can be induced to take it at all—but it is the multiplication of instances like this that causes the postal service to falter. Added to the lowered standard of railroad operation, is it any wonder business men grumble?

But they can't afford to take it out in grumbling. Every day post-office men are giving up their jobs. If a similar condition arose in a private business the management would advance wages without delay. But here is a great co-operative business that is breaking down because its joint owners don't insist on a general advancement of wages.

"Write your Congressman" doesn't seem to carry the weight that it ought to. An earnest campaign of this sort by men who are keys in industry might have important results. The injury that has been done cannot easily be repaired, but further harm can be prevented by prompt action.

It is probably too much to hope for action on this matter before Congress adjourns. But the recent recommendation of a joint Congressional Commission that postal salaries be advanced something between thirty and forty million dollars should receive immediate consideration when Congress re-assembles. It will if the public lets its wishes in the matter be unmistakably known.

An Advertising Agency can get A. B. C. reports without belonging to the A. B. C.—*some* of them.

But not *all* of them—for obvious reasons.

No Agency can give 100% service to its clients unless it is a member of the A. B. C.

The Peptimist

New Telegraph Bldg., Detroit, Mich.
Read monthly by 10,000 Retail Building Material Dealers. A business magazine that is meaty, sane, good-humored. Ask for a copy!

Office Appliances

The one journal which covers the field of office equipment

More than 315 manufacturers making use of every issue. Send 25 cents for sample copy.
417 So. Dearborn St., Chicago
New York Adv. Office, 508 Tribune Bldg.



There is only one farm paper of "local" influence with more circulation in Iowa.

Write for latest Iowa circulation analysis.

CORN BELT FARMER, DES MOINES, IOWA

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 6,500 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

POSTAGE
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Since 1916 the official magazine of The Direct Mail Advertising Association. 6 mos. \$1; 1 year \$2.
POSTAGE 18 East 18th St., New York City

House Organs

Syndicate Matter
Special Articles
Complete Editing

John J. Lutge

263 Ninth Avenue New York

Time for a New Definition?

MEMPHIS, TENN., May 28, 1920.

Editor of PRINTERS' INK:

It is a common definition of advertising to say that its purpose is to sell goods. Another definition of advertising says that its purpose is to create wants. But what becomes of such definitions in the face of an advertisement which is boldly headed: "We Want Less Business"?

Such a line introduces copy signed by the Eureka Pneumatic Spray Company, Inc., which has purchased space in which to say:

"On account of the extreme shortage of materials and the high cost of labor, we request our customers to order nothing which they do not absolutely need and to wait, if possible, until conditions change and give us a chance to help everybody out."

Copy of similar tenor, though not always so boldly stated, has not been uncommon in the recent months which have seen such an unprecedented demand for goods, accompanied by widespread shortage. It is not always accurate, therefore, to say that advertising exists to sell goods or that its purpose is to stimulate desires. The copy just quoted has an exactly opposite aim. And yet it is perfectly acceptable and legitimate advertising.

In consequence of the conditions which have been prevailing, it seems to be the right time to suggest a new and more inclusive definition of advertising and say that its purpose is to deliver a message.

This definition may appear to be very general, but it at least has the merit of covering the ground and of including all the various phases of advertising activity.

Are there any objections?

WILLIAM A. FOSTER.

O. D. Riddle, recently with the Atlanta, Ga., Journal, has become advertising manager of the Carolina Farmer and Stockman, Charleston, S. C.

DUMB CORPORATIONS

A Company having no magazine resembles a man having no voice.

Succful magazines cost little more than amateurish efforts—often they cost less.

Our Analytical Report Department makes recommendations for your magazine. By mail or in person.

Write for particulars

TOLL SYNDICATE OF MAGAZINES

49 WEST 39TH ST. NEW YORK
PUBLICATIONS OF CORPORATIONS AND OF OTHER ORGANIZATIONS ESTABLISHED & DEVELOPED

You Can Reach

All branches of the CONFECTIONERY INDUSTRY, the largest and the smallest of the COCOA and CHOCOLATE MANUFACTURERS, and the best of the ICE CREAM makers by using, in every sense of the word, the services, prestige and goodwill of



ESTABLISHED 1891

621 BROADWAY, NEW YORK

Write Us Today



ADVANTAGEOUS ADVERTISING
Capably Administered by the
Principals of the Company.

NEWSPAPER MAGAZINE
OUTDOOR

The Machen & Dowd Co.
Advertising Agency

Produce Exchange
Building



TOLEDO,
OHIO

Member American Association of Advertising Agencies
Member National Outdoor Advertising Bureau
Member Advertising Agencies' Corporation

The Little Schoolmaster's Classroom

RELATIONS between employer and employee are often likened to those of buyer and seller. In these days, however, normal conditions are reversed; and the employee, instead of being the seller, is the buyer. The employer in his advertising is in the position of having to sell himself, the position, the surroundings, and the opportunity.

PRINTERS' INK has frequently mentioned instances of advertising used in this light, in which the want ad approaches the class of merchandise advertising.

* * *

Another illustration of this type of advertising is that being used by the United Drug Company. A recent advertisement measures eighty-four lines across two columns, at the top of which is the photographic reproduction of an attractive girl, followed by the heading: "Why Does This Girl Earn More Than \$20 Per Week?" The copy then continues:

"Because she has quick fingers and keeps them busy. You can earn as much if your fingers are as quick. We are willing to pay you just as much as you can earn and we are ready to pay you good wages even while you are learning to do the work. One of these positions is open for you now. Come in and see us about it. You will like the work because it does not keep you on your feet all day. Because the surroundings are fine. Because we provide comfortable rest rooms. Free dancing classes, orchestra, dramatic and glee clubs are now being formed. Because we serve delicious, wholesome lunches at actual cost, and because there is no limit to the chances for advancement at big wages."

This might be termed the human-interest type of want advertising. And the many different styles of such publicity to be found indicate that there is here as large a field for the applica-

tion of inventive talent as in any direction of the advertising profession. The copy angles are almost innumerable, and it is not unreasonable to expect that it will become customary for advertising agencies to be assigned want advertising for expert treatment just as naturally as the regular advertising.

Nor will the usefulness of good want advertising pass with the present abnormal conditions; when the number of applicants exceeds available positions, the ordinary advertisement brings many undesirable applicants along with the desirable. The ability of advertising through copy, display and medium to influence a selected class is well known, and advertising thus applied may help to raise the standard of applicants for any given position.

* * *

General social unrest has spread so that it now infests the salaried ranks of many organizations where formerly happiness and satisfaction reigned. While the wage laborer has committees and organization leaders, through whom grievances are aired and misunderstandings cleared up, the salaried worker has no such facilities, and fancied injustice rankles unrelieved.

That frank discussion between management and employees will, in such cases, be of distinct advantage to both is shown by an incident which occurred a short time ago. Among the salaried employees in a certain organization there existed a lack of enthusiastic loyalty and an indefinite feeling of dissatisfaction.

As the result of a conversation between the president of the organization and the president of a semi-social organization among the male employees, at the men's quarterly dinner, they were invited to bring up any general questions or grievances they might wish. They were to be al-



They Say This Is A Wonderful Oplex Sign

THIS sign has been pointed out as a splendid example of art in electrical advertising.

It is true the effect is pleasing, but no more so than that of thousands of other Oplex Electric Signs all over the country. It is just a good sample of Oplex designing.

Oplex Signs are the kind with the raised, snow-white glass letters. They are excellent day signs as well as electric night signs. In addition to having more artistic designs, they have greatest reading distance and lowest upkeep cost.

Let us send you the whole Oplex story.

THE FLEXLUME SIGN CO. ELECTRICAL ADVERTISING
1439-46 Niagara St., Buffalo

Pacific Coast Distributors

Electrical Products Corp.

Los Angeles, Cal.

Canadian Factory

The Flexlume Sign Co., Ltd.

Toronto, Ont.

Harry Simmons

The value of a
Free-lance copy writer
Lies in the fact
That he is
Literally "free"—
In the sense that
He is not bound
By agency traditions,
Superstitions
And commissions.
He can be
Of distinct help
Both to agencies
And to advertisers.

29 South LaSalle Street
Telephone State 5499
CHICAGO

Why not have Simmons write it?

IN
LOS ANGELES
IT IS THE
EVENING HERALD

Government Circulation Statement
April 1, 1929

134,686

*Largest Daily Circulation in
the West*

MEMBER A. B. C.

**Advertising
Electros**

Ask for Prices
General Plate Co.
Terre Haute, Ind.
Marquette Bldg. Chicago

lowed to write their questions, signed or unsigned according to their preference, and these questions were to be answered by the president of the company.

There was, of course, a general feeling of timidity and restraint at the start of the meeting. No one knew what would happen. One or two short talks were given instancing lack of inter-departmental co-ordination; then the written questions were read. The interest of the evening, however, centred around the question, so vital in many organizations; is it the policy of the company to reward, unasked, increased merit by increased salary; or is it the policy to wait until the individual demands the increase and then grant it only when apparently necessary?"

The signer of the question explained as his reason for propounding it, that in his contact with brother members of the organization he had found the feeling to be that reward for merit had to be fought for if it was to be obtained.

To this question the organization head replied fully and frankly. "All applications for increase," he said, "come to me for final approval. In the past three years I have vetoed only two applications. I have suggested in some cases that they be deferred, and," he continued, "on some I have had to be 'shown.' It is the

SPOT CASH WE BUY

Job Lots, Close-Outs,
Discontinued Stocks, etc., in
all lines. No quantity too large.
Quick Cash for bargains.
Send Samples and Full Particulars
BANKIN BUILDING PLAS
FANTUS BROS. 321 S. Dearborn St. CHICAGO
WE BUY ANYTHING

YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS

B & B SIGN CO., INC.
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

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LINCOLN



**Gatchel
&
Manning**
Incorporated
**Photo
Engravers**

*In Philadelphia stands a
small building through whose
doors have passed big people.
In the passing of each is
hidden a message for us.*

Opposite Independence Hall

LINCOLN united the nation and won the love and respect not only of his day but of all time through two things—concentration on the moment's problem and appreciation of the general scheme of events—both equally honest and complete.

Sincere service vitalized by the human element assures lasting results in any line of endeavor.

GATCHEL & MANNING, INC.
CA STINSON, PRESIDENT
Photo Engravers
PHILADELPHIA

BOOKBINDING

Printing and Binding of School Books and
Edition Work in Large Quantities our Specialty
Correspondence Solicited.



International Textbook Press
SCRANTON, PA.

We are fully equipped for High-Grade
Catalogue and Three- and Four-Color

PROCESS WORK

Sales Managers!

I want to sell. Here are my qualifications.

Age 25—Fine health

— Good education —

Overseas war record.

Wide general office experience.

Now assisting advertising manager of big Philadelphia house.

Three years' experience in house organ, advertising and sales promotion work.

If you have a real sales opportunity for such a man, address

"G. W.," Box 72, Printers' Ink

More Than 6,500 Dealers

in cigars and tobacco in the Philadelphia territory subscribe to the

RETAIL ~~Club~~ LEDGER

Twice a Month; Sub. \$1.00 a Year

GEORGE SETON THOMPSON CO.

The Thompson Service

in enlarged quarters

608 So. Dearborn St., Chicago

Advertising—Sales Promotion

policy to reward merit when it is deserved and reward it unasked for; and there should be a general taking of stock. It may be, of course, that an individual's accomplishments are sometimes overlooked, and in that case we want him to feel free to present them."

Two of the higher executives then testified that it was their policy to watch the records of their employees and to recommend increases whenever they thought them justified.

When the meeting was closed the atmosphere was considerably clearer. It settled a misunderstanding among the men—that definite statement of policy—a misunderstanding resulting possibly from general difficulties coincident to the rising cost of living and the advertised disgruntlement of a few with whom the immediate executive may have differed as to justification for an increase. And while all were not entirely satisfied with the explanations and felt they could not be reconciled with individual cases that they knew, the mere willingness of the organization's chief to allow the matter to be brought up in open meeting tended to a better appreciation of his sincerity and honesty of purpose.

Which goes to show that frankness is a paying proposition!

* * *

hosiery
underwear

The
**Underwear & Hosiery
Review**

320 BROADWAY

NEW YORK

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

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The Schoolmaster happened to be in a small grocery store one day when a Heinz salesman approached the merchant for his order. Evidently he had something new to show, for he opened the sample case and picked out something wrapped in a heavy fabric. As he unrolled this covering it turned out to be a pad of velvet enclosing his sample bottle. The velvet he placed on the counter and set the bottle admirably in the centre of it. This little stunt gave the bottle an atmosphere impossible had it been set down on the bare, tough wood of the counter.

It was simply a variation of the old rule of showing the merchandise as attractively as possible.

This reminds the Schoolmaster of a related case, told by a salesman dealing with the Greek and Italian stores. Knowing their predilection for bright colors, he wrapped his sample merchandise in silks and velvets of brilliant orange and scarlet. It effected, he said, a very favorable impression.

With Williams & Cunnyingham

Guy C. Pierce, who resigned as advertising manager of *The Independent*, New York, in April, has joined Williams & Cunnyingham, advertising agency, Chicago.

The E. Katz Special Advertising Agency, New York, has been appointed the representative of the Colorado Springs, Colo., *Telegraph*.

BAD DEBTS AND FEDERAL TAXES

Bad debts play an important part in computing your Federal taxes. We have prepared an interesting letter on the subject, which is sent upon request to those interested.

AMERICAN ADJUSTMENT CO.,
406 World Building, New York City

Le Nouvelliste of Lyons

The best result getter in provincial France and indispensable to all advertisers in the wealthy Lyons district.

GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000 4-page Folders 3 1/4 x 6 1/2 in.	\$10.00
Each additional thousand	3.00
1000 4-page Folders, 4x9 in....	12.50
Each additional thousand	4.50
1000 4-page Folders, 5x9 in....	16.00
Each additional thousand	6.00

FREE—our large package of samples
ERNEST A. FANTUS CO., Printers
525 So. Dearborn St., Chicago

Mail Order ADVERTISING

Suppose you could increase your receipts 33% to 100% with little or no increase in your advertising expenditure. This has been done by Scott & Scott, Inc., for others. The only magic is that which comes through experience, alertness, resourcefulness. Write, phone or call. 220 West 42d Street, New York City. Bryant 5907.

SCOTT & SCOTT

RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

ELECTROTYPES, STEREOTYPES and MATRICES

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.

Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

LIMITED

MONTREAL

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

ARTIST

Must be fairly good pen-and-ink figure man and do general commercial work. Steady position. Box 300, care of Printers' Ink.

ADVERTISING MAN wanted who has had broad experience on copy. This is unusual opening. Please state salary desired and give full particulars regarding experience. Box 287, Printers' Ink.

Editor wanted for employees' welfare magazine of a large manufacturing plant in the vicinity of Philadelphia. State qualifications, experience and salary desired. Box 282, Printers' Ink.

Advertisement writer wanted by Eastern Department Store. Salary \$60 to \$75. Submit details as to age and previous positions held. Also specimens of recent work. Address Box 280, P. I.

Young man who has had experience as an all-round printer, who understands paper, estimating, layout and typography. Good opportunity with a house that has reputation for good work. Box 315, P. I.

NEW YORK WEEKLY WANTS ADVERTISING MAN

Preferably with headquarters in Philadelphia to cover the East, outside of New York, on part time. Box 289, P. I.

Experienced Salesman

Wanted for Advertising Art Service. Write, stating experience. Christian. Drawing account and commission. Box 279, Printers' Ink.

FORCEFUL BUSINESS-GETTER TO SELL SPACE AND SERVICE. Permanent connection for the right man; leading to an executive position and an interest in the business. Box 312, care of Printers' Ink.

Wanted first-class linotype operator for afternoon newspaper operating under open shop plan. Steady employment. First-class wages. Telegraph collect for details if you are interested. Arizona Gazette, Phoenix, Ariz.

AGENCY COPY WRITER

Established Cleveland Agency wants high-grade agency copy writer. Splendid opportunity for man of real ability. State age, experience, salary and submit samples. Confidential. Box 295, Printers' Ink.

Aggressive copy and layout man, thoroughly experienced in free-lance work, particularly house-organ and trade-paper. College graduate preferred, aged 22 to 30. State full particulars, including salary. Box 313, Printers' Ink.

ADVERTISING ART REPRESENTATIVE—and visualizer wanted for New York territory by established organization with high reputation. Need have no drawing ability but must be long on ideas and enthusiasm. Confidential. Box 303, Printers' Ink.

WANTED: ARTIST

Experienced illustrator familiar with advertising work. Real opportunity for man with ability to work on big national campaign. Send samples to NEILSON-ATHEKTON, Advertising Illustrators, Detroit, Mich.

ADVERTISING SOLICITOR—A young and progressive advertising agency, specializing in direct-by-mail advertising wants a first-class solicitor. The right man will find this an unusually attractive proposition. Address Box 310, P. I.

ADVERTISING AGENCY

has splendid opening for a capable Assistant to the Production Manager. Mechanical knowledge—familiarity with printing and engraving—and ability to follow through jobs, essential. A positive opportunity for person with alertness and initiative. Box 298, care of Printers' Ink.

Newspaper Advertising Salesman Wanted

Seven-day up-State New York paper has an opening for experienced man to sell local advertising. College man preferred, one with two to five years of advertising and selling experience. Immediate salary below the metropolitan scale. A man with ideas and energy will find plenty of chance for growth and promotion. We believe that this job will be filled by some man now with an Eastern publication or agency who has decided to make the newspaper business his life work. Write fully of experience and references. Enclose photo if possible. Interview necessary later. Box 290, Printers' Ink.

Must
show
Steady
salary

AN ASSOCIATION OF RETAIL STORES WANTS

- A BIG man
- A student of styles
- Acquainted with markets
- With metropolitan experience
- A successful merchandiser of women's ready-to-wear.
- One who can lead in further developing a group of successful specialty shops in large cities.

Write stating experience, education and salary.

THE LINDNER COY
Euclid av. at 14th st.,
Cleveland, Ohio.

SHOE ARTIST

Must be capable of laying out and finishing shoes in both airbrush and line; Steady position. State experience and salary. Box 299, Printers' Ink.

WANTED—First-class, all-round illustrator specially figure work. Good salary and opening to build up business of your own in Richmond. Apply Freeman Advertising Agency, Richmond, Va., stating qualifications.

Advertising Writer for Department Store

Columbus (Ohio) store planning new building and expansion has opening for a young man or woman with retail advertising experience. The ability to dig out the interesting facts about merchandise and to write clear, forceful copy is essential. Box 297, Printers' Ink.

Advertising Agency Man

Account handler and contract man, thoroughly experienced in agency work, good address and personality, able to consult clients on advertising, sales and general business matters. Desirable position with large New York agency on existing accounts. State age, salary last received, salary desired and full particulars of experience. Confidential. Box 291, care Printers' Ink.

MISCELLANEOUS

STUDIO HOUSE FOR SALE

On hill. Sea view. Fine trees. Eight rooms. Two porches. Hot-water heat. Commuting distance. G. M. Richards, 452 Fifth Av., New York.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNOR, FENDLER & CO.
New York City

"Copy" for sales letters by an experienced specialist who both understands and feels the human element essential to the success of direct advertising. Proof furnished to any up and going concern on request. Jed Scarboro, 557A Halsey St., Brooklyn, N. Y.

Booklets and Catalogues. Fully equipped suburban shop; good storage facilities; city delivery by our auto; high-class work wanted. For estimate call Hanover 974, Charles Montague.

HOUSE ORGANS—MARKET LETTERS—PROSPECTUSES—FINANCIAL, COMMERCIAL WRITING, PRE-EMINENCE 30 YEARS. GILIAN'S BUREAU, BOSTON, MASS.

Newspaper man leaving for Southern Europe July will consider representing Advertising Agency of standing.

Initiative, ability and experience assure thorough handling important transactions. No traveling expenses, but nominal service retainer expected and commission. Negotiations will be held confidential. Box 286, Printers' Ink.



WOULD A GOOD POSITION BE WORTH \$1.85 TO YOU?

It will pay you to read "Selling Your Services," written by a man with years of experience in employing men. The actual letters that were successful in getting positions for Salesmen, Copy Writers, Production Men, Advertising Managers, Clerks and Sales Managers will help you get exactly the position you're after. \$1.85, postpaid, on 5 days' approval. Jordan-Goodwin Corp., 38 Jefferson Bank Building, New York City.

To the Man or Concern That Uses Letters

I have a proposition to make that will interest you. It is one by which you CANNOT lose, and there's a reasonable possibility that it may be worth thousands. Just send me your name and I'll tell you about it, without any obligation. Only cost you a red stamp to find out. E. P. Corbett, 803 Conover Bldg., Dayton, Ohio.

ASSOCIATED BRAINS

Many heads are better than one. Our staff of specialists are keen, trained copy-creators. They collaborate on your proposition. The product of their associated brains makes your sales-letter, booklet, or folder a masterpiece of advertising genius. For the strongest and most economical service ever originated, write

SYSTEM SUPER-SERVICE
396 Broadway, New York

Mr. House-Organ Editor:

Would you be interested in cutting down your printing expense by placing your publication in the private printing establishment of a large Brooklyn industry, which does not generally accept outside printing, but is willing to handle a few contracts in order to keep the wheels going? First-class work and excellent service assured. We print our own publication, including a *de luxe* magazine liberally illustrated with halftones and color plates. Address W.L.F., Box 316, Printers' Ink.

A MONEY-MAKING ADVERTISING SERVICE FOR SALE

A syndicate advertising service that has been approved and used by newspapers and advertisers all over the country for sale. The present owner has letters from prominent newspaper men endorsing his idea as the only really successful one. Must sell because of other business interests. Cuts, mats and copy of proven worth go with the service. The buyer will be shown all the details of the system, how to operate it and how to cash in immediately on leads already opened. First payment of \$1,000, rest in convenient amounts. Move quickly. Address Box 311, care Printers' Ink.

POSITIONS WANTED

A-1 Commercial Artist. Decoration, Lettering, etc. Open for proposition from small Advertising Agency or Art Service. Free-lance privilege. Address Box 292, Printers' Ink.

EDITOR wants position with trade or technical publication, house organ, or as press agent, etc., for automobile or other concern. Experienced, all-round man. Box 302, Printers' Ink.

Sales correspondent—considerable experience writing sales letters, talks, caption writer, publicity. Educated. Abroad Red Cross war work 2 years. Miss N., 264 West 94th Street, New York City.

Assistant to Executive or Salesmanager. Age 23. Five years' agency experience; one year selling space for metropolitan daily. Knowledge of office routine, etc. References. Box 294, Printers' Ink.

Advertising Man

Capable executive with eight years' experience and with thorough knowledge of advertising, sales promotion and merchandising, desires connection. Can show excellent samples of work produced. Clean cut personality. Technical college education. Age 30. Box 296, Printers' Ink.

WILL SELL SERVICES

as commercial research man and solicitor of accounts to live Southern or Western agency. Employed by outdoor advertising firm, making good? Surely! Desire change. Age 22, Harvard graduate, advertising training. Will accept \$35; worth more. Address L. B. G., Printers' Ink, 1 Beacon Street, Boston, Mass.

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ART STUDENTS (2) EACH DESIRE POSITION IN ART FIRM—CHANCE FOR ADVANCEMENT. START MODERATE SALARY. BOX 301, CARE OF PRINTERS' INK.

EXPERT

in advertising and publicity copy, now associate professor of English at a leading eastern university, desires a connection with advertising dept. or agency where he may qualify for responsible position. Age 28. Married. Strong record. Box 288, Printers' Ink.

Typographic Director and Visualizer

Expert in all forms of *real* salesmanship-in-print. Originator of the format of numerous national campaigns. Highly recommended. Salary \$6,000. Box 293, P. I.

ADVERTISING MAN—A young man of 39, who has been connected with advertising, in various capacities, for about fifteen years, desires a position as Advertising Manager on some trade or technical paper.

Thorough knowledge of writing, planning and layout of ads and other forms of publicity. Good copy writer. Practical printer. Box 304, Printers' Ink.

EDITOR of Technical Journal—A young man of 39, who possesses a thorough knowledge of editorial work—mainly in the technical field—wishes an opportunity to demonstrate his ability in the editing of a trade or technical paper.

Knowledge of printing, estimating and publicity. Good copy writer. Understands the writing, planning and layout of ads. Box 305, Printers' Ink.

ADVERTISING WOMAN

Two years' experience in newspaper and in publicity work with Advertising Association. University graduate—journalism and advertising course. Desires position as editor of house-organ, publicity work or advertising assistant. Salary commensurate with ability. Box 314, care of Printers' Ink.

Sales Executive

Young man, assistant sales manager nationally advertised product sold to dept. and furniture stores, resigning on account change of factory location. He seeks position offering real opportunity for growth.

His experience includes six years direct selling to grocery and department store trade. He would prove especially valuable where a genuine sales developer is needed and would be found fully capable of expansion.

Of good education. Highest credentials. Age 26. Protestant. Available July 1st. Address Box 307, Printers' Ink.

Opportunity for manufacturer, in or near Los Angeles, of any type of women's wear, to secure an unusual advertising manager (woman, 30) after July 15th. Capable, energetic, efficient. Highest credentials. Box 283, P. I.

Wanted—Opportunity as investigator, research department, progressive advertising agency by woman of three years' college and several years' business experience, including house-organ experience. Box 308, Printers' Ink.

Young advertising man with advertising agency, advertising manager and newspaper service department experience desires new connection. Preferably with some reliable company in the Middle West as assistant advertising manager. College education. W. B. H., Room 635, Y. M. C. A., Oklahoma City, Okla.

HERE'S A MAN

WHO DESIRES TO CHANGE HIS PRESENT JOB FOR RESEARCH WORK. He's a college graduate, but doesn't know everything. Experience and training fit him naturally for research. Agricultural or food lines desirable, but not essential. Address Box 306, Printers' Ink.

Director of Printing

I am qualified to act in that capacity with a firm using a large quantity of printed matter. Have thorough technical knowledge of printing. My experience in preparing and producing advertising matter would enable me to work intelligently with your advertising department or agency. Proven executive ability. Have taken Alexander Hamilton Course, am 35 years of age, married. Now employed, but seek larger field. Box 309, Printers' Ink.

ADVERTISING AND SALES MANAGER

with eighteen years' experience, who can produce immediate increased sales for any food or drug line; who has a record of results produced that must satisfy any business man or banker; now employed; will consider change; average earnings for the past five years were over \$10,000 per annum; age 35; energetic, ambitious, American, college graduate.

Able to handle proposition from production to delivery. Creates and executes his own complete plans from new trade marks, labels, packages, counter displays, window salesmakers, catalogues, house organ, follow-up system, consumer literature, newspaper, magazine, street car, billboard, trade paper advertisements—EVERYTHING necessary to the production of MORE BUSINESS. Old concern reorganized, or new concern amply financed to handle big business can profitably employ my services. Can secure active sales force of either merchandise or security salesmen for you; guarantee complete organization and immediate results within first thirty days' work. Satisfactory references, of course. Address Box 285, Printers' Ink.

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EFFICIENT SERVICE

The proper presentation of outdoor advertising requires unusual care in space selection, design, execution, construction and maintenance. That advertisers may be assured of efficient country-wide service, plants are maintained by the Thos. Cusack Co., at

CHICAGO

PHILADELPHIA
CLEVELAND
NEW ORLEANS
BUFFALO
MINNEAPOLIS
ST. PAUL
DENVER
LOUISVILLE
ATLANTA
MEMPHIS
NASHVILLE
YOUNGSTOWN
DULUTH
SUPERIOR
ST. JOSEPH
OKLAHOMA CITY
HARRISBURG
PUEBLO
LINCOLN
ASHTABULA
ALTOONA
LORAIN
SOUTH BEND

NEW YORK

ST. LOUIS
PITTSBURGH
WASHINGTON
MILWAUKEE
KANSAS CITY
INDIANAPOLIS
ROCHESTER
TOLEDO
OMAHA
COUNCIL BLUFFS
DAYTON
HARTFORD
SPRINGFIELD
WILMINGTON
CAMDEN
AKRON
JACKSONVILLE
ST. AUGUSTINE
DAVENPORT
ROCK ISLAND
MOLINE
BALTIMORE
ELKHART

Thos. Cusack Co.

Chicago

New York

The United Markets of America

You remember the ancient Greek fable of the old man who told his son to break a bundle of sticks—how the powerful muscles of the son knotted in vain endeavor—and how the feeble father then broke the sticks one at a time.

In place of a bundle of sticks, consider forty-eight sovereign commonwealths which constitute the American Union—some of them containing cities equal in population to European nations. Think not of the United States, but of the United Markets of America.



The problem of the manufacturer is to "break into" these United Markets. The sane, economical way to do this is to "break up" the tremendous mass of 110,000,000 people scattered over the continent into logical units for sales and advertising work, as illustrated by the above map, and then "break into" each market separately.

Link Sales and Advertising

The primary function of advertising in the merchandising of a product is to assist in selling it. It is to assist the manufacturer in selling it to the retailer (sometimes through jobbers) and to assist the retailer in selling it to the consumer.

Not only must advertising be an assistant to selling, but it must be designed to promote selling at a profit. Every business man knows that not all sales are profitable; but many advertising men ignore this vital fact. A sale is a sale to them and the advertising is credited with a triumph even though accountants record the net in red ink.

The above are the first few paragraphs of a thorough discussion of advertising and merchandising contained in The Chicago Tribune's 1920 BOOK OF FACTS. This 68 page up-to-the-minute treatise filled with valuable maps, charts, and statistical tables will be sent free to any selling organization if requested on business stationery.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation 400,000 Daily, 700,000 Sunday